

OCT. 19-25, 1987

## PROGRAM AUDIENCE ESTIMATES (Alpha)

PROGRAM AUDIENCE ESTIMATES (Alpha)										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES															TEEN S				CHILDREN			
PROGRAM NAME					KEY	HOUSEHOLD AUDIENCES			TOTAL WORKING				WOMEN					MEN					TOT.		FEM.		TOT.					
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD.	SH	AVG. AUD.	PERS	WOMEN	18-49	18-49 W/CH	18	18	25	35	TOTAL	18	18	25	35	TOTAL	12-17	12-17	2-11	6-11						
#STNS	CVG%	TYPE			%	%	0,000	(2+)	18+	49	18-49	18	18	25	35	55+	18	18	25	35	55+	17	17	11	11							
EVENING																																
A DIFFERENT WORLD THU	9.00P	30	NBC	4	A	23.4	35	2073	1761	396	334	119	899	392	621	531	367	222	417	191	282	257	179	98	191	132	255	162				
	9.00P	30	NBC	4	B	27.5	43	2434	1757	383	319	104	871	354	555	478	349	263	462	197	297	269	192	129	175	103	249	156				
	9.00P	30	NBC	4	C	27.5	43	2434	1757	383	319	104	871	354	555	478	349	263	462	197	297	269	192	129	175	103	249	156				
	9.00 - 9.30				A	23.4	35	2073	1760	394	332	117	895	387	613	525	366	226	415	189	280	254	179	100	192	132	258	165				
	9.30 - 10.00				A	23.5	35	2082	1756	401	339	125	905	406	640	543	369	211	419	196	288	265	179	94	187	132	245	152				
A YEAR IN THE LIFE THU	9.00P	60	NBC	4	A	12.3	19	1090	1422	340	284	94	799	322	493	439	323	269	365	162	227	209	148	104	156	90	101	51				
	9.00P	60	NBC	4	B	13.4	21	1185	1525	343	283	98	844	319	511	459	359	284	390	155	249	240	171	113	146	90	145	90				
	9.00P	60	NBC	4	C	13.4	21	1185	1525	343	283	98	844	319	511	459	359	284	390	155	249	240	171	113	146	90	145	90				
	9.00 - 9.30				A	12.2	19	1081	1443	332	274	92	813	308	485	436	336	287	349	143	207	192	151	108	170	100	112	56				
	9.30 - 10.00				A	12.4	19	1099	1400	347	294	96	786	335	500	441	311	251	382	181	248	225	145	101	142	80	91	46				
ABC MOVIE SPECIAL(S) THU	8.00P	120	ABC	FF	A	9.5	16	842	1719	337	289	79	770	314	480	384	306	227	657	236	377	342	313	220	169	88	123	87				
	8.00P	120	ABC	FF	A	9.8	18	868	1670	333	272	76	767	287	434	371	299	273	653	217	352	312	295	252	149	70	101	67				
	8.00P	120	ABC	FF	A	9.7	17	859	1657	346	291	75	755	301	452	379	287	238	651	240	363	330	290	233	168	76	83	56				
	8.00 - 9.30				A	9.8	18	868	1670	333	272	76	767	287	434	371	299	273	653	217	352	312	295	252	149	70	101	67				
	8.30 - 9.00				A	9.7	17	859	1657	346	291	75	755	301	452	379	287	238	651	240	363	330	290	233	168	76	83	56				
ADVENTURES-BEANS SAT	9.00P	30	FOX	1	A	9.3	16	824	1773	357	313	77	779	341	523	396	320	188	652	246	369	351	326	197	180	105	164	119				
	9.00P	30	FOX	1	A	9.4	16	833	1744	305	276	85	764	324	502	384	314	202	657	235	397	370	335	192	178	99	145	106				
	9.00P	30	FOX	1	B	2.2	4	195	1832	229	181	20	493	261	356	358	220	99	482	229	383	317	205	72	497	194	360	279				
	9.00P	30	FOX	1	C	2.2	4	195	1832	229	181	20	493	261	356	358	220	99	482	229	383	317	205	72	497	194	360	279				
	9.00P	30	FOX	1	C	2.2	4	195	1832	229	181	20	493	261	356	358	220	99	482	229	383	317	205	72	497	194	360	279				
ALL STAR GALA(S) SAT	9.00P	60	ABC	5	A	17.7	27	1568	1914	330	275	126	771	344	554	464	315	181	461	207	356	308	215	79	245	131	437	288				
	9.00P	60	ABC	5	B	18.9	30	1673	1867	320	275	117	710	344	521	445	272	150	484	239	384	335	202	81	237	118	436	275				
	9.00P	60	ABC	5	C	18.9	30	1673	1867	320	275	117	710	344	521	445	272	150	484	239	384	335	202	81	237	118	436	275				
	9.00 - 9.30				A	7.8	14	691	1615	244	169	60	769	142	292	312	348	417	666	205	329	309	294	282	51	23	130	84				
	9.30 - 10.00				A	7.1	13	629	1593	251	188	52	731	152	304	320	328	369	666	228	357	320	284	269	51	28	145	103				
AMEN SAT	9.30P	30	NBC	3	A	20.2	36	1790	1724	326	243	46	847	228	424	436	407	361	520	139	243	246	252	229	131	69	226	178				
	9.30P	30	NBC	3	B	18.2	33	1615	1709	327	243	57	874	241	446	426	397	372	481	147	250	247	225	195	147	92	207	154				
	9.30P	30	NBC	3	C	18.2	33	1615	1709	327	243	57	874	241	446	426	397	372	481	147	250	247	225	195	147	92	207	154				
	9.30P	30	NBC	3	A	24.2	36	2144	1798	375	304	114	891	351	560	494	372	271	490	195	318	302	225	128	176	102	241	156				
	9.30P	30	NBC	3	B	28.7	46	2546	1742	345	284	91	850	307	496	437	343	300	496	185	295	275	212	164	157	90	239	152				
BILL COSBY SHOW THU	8.30P	30	NBC	5	C	28.7	46	2546	1742	345	284	91	850	307	496	437	343	300	496	185	295	275	212	164	157	90	239	152				
	8.30P	30	NBC	5	A	23.4	35	2073	1801	374	302	113	892	348	555	490	371	277	497	193	319	307	232	132	172	98	240	155				
	8.30 - 9.00				A	26.3	39	2330	1796	378	311	115	890	358	575	507	375	257	474	201	316	292	209	119	188	114	244	161				
	9.00 - 9.30				A	26.3	39	2330	1796	378	311	115	890	358	575	507	375	257	474	201	316	292	209	119	188	114	244	161				
	9.00 - 9.30				A	26.3	39	2330	1796	378	311	115	890	358	575	507	375	257	474	201	316	292	209	119	188	114	244	161				

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

# PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT. 19-25, 1987

PROGRAM NAME										KEY	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS		CHILDREN									
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL	WORKING		LOH	WOMEN					MEN					TOT.	FEM.	TOT.	TOT.									
								PERS	WOMEN		18-49	18-	18-	25-	35-	18-	18-	25-	35-	TOTAL	34	49	54	64	55+	12-	12-	2-	6-					
#STNS	CVG%	TYPE						(7+)	18+	49	<3																							
EVENING CONT'D																																		
CAGNEY & LACEY										A	12.5	20	1108	1431	311	212	95	841	231	396	409	377	378	471	154	242	248	224	187	42^	31^	77	44^	
MON 10.00P 60 CBS 4										B	14.6	24	1289	1443	348	258	93	861	266	465	465	399	329	459	155	258	249	217	169	48	28	75	53	
210 99 OP 4										C	14.6	24	1289	1443	348	258	93	861	266	465	465	399	329	459	155	258	249	217	169	48	28	75	53	
10.00 - 10.30										A	12.5	20	1108	1453	325	224	98	851	237	416	427	389	374	469	148	243	260	227	180	49^	35^	82	49^	
10.30 - 11.00										A	12.5	21	1108	1409	297	200	92	830	225	375	391	365	382	473	159	242	236	221	194	35^	28^	71	38^	
CBS SUNDAY MOVIE										A	12.9	20	1143	1479	383	283	74	902	279	482	451	411	348	433	158	242	177	189	173	64	31^	80	40^	
SUN 9.00P 120 CBS 4										B	16.2	25	1431	1584	372	272	77	901	248	474	461	442	353	519	162	284	270	257	196	73	37	91	53	
207 98 FF 4										C	16.2	25	1431	1584	372	272	77	901	248	474	461	442	353	519	162	284	270	257	196	73	37	91	53	
FAMILY SINS										A	13.2	19	1170	1496	383	280	63	898	253	464	441	421	365	451	160	243	184	204	186	64	41^	83	37^	
9.00 - 9.30										A	12.9	19	1143	1496	392	289	74	911	281	483	454	413	358	440	151	237	180	202	182	61	33^	84	42^	
9.30 - 10.00										A	13.2	21	1170	1459	374	280	79	889	284	483	448	402	334	419	158	240	174	177	163	66	28^	85	46^	
10.00 - 10.30										A	12.4	21	1099	1452	380	282	82	902	295	494	458	404	333	420	160	247	170	171	159	65	21^	65	36^	
10.30 - 11.00																																		
CHARLIE BROWN-GRT. PUMPKIN(S,R)										A	14.3	26	1267	1962	249	220	107	741	331	479	409	256	230	441	188	306	276	183	117	132	62	649	362	
FRI 8.00P 30 CBS																																		
209 99 EA																																		
CHEERS										A	22.7	34	2011	1683	402	338	126	852	385	606	527	361	194	507	228	348	319	229	114	153	103	171	101	
THU 9.38P 30 NBC 4										B	25.7	40	2277	1694	383	322	109	846	359	562	492	347	236	538	233	369	331	234	132	144	86	166	96	
207 99 CS 4										C	25.7	40	2277	1694	383	322	109	846	359	562	492	347	236	538	233	369	331	234	132	144	86	166	96	
9.30 - 10.00										A	22.7	34	2011	1690	403	338	124	854	387	510	529	361	192	501	227	344	315	225	111	158	108	176	105	
10.00 - 10.30										A	22.9	35	2029	1650	398	332	130	839	376	592	518	360	195	517	228	354	326	240	118	139	91	155	90	
CRIME STORY										A	10.9	18	966	1566	341	268	73	795	228	467	444	433	275	538	183	316	295	284	181	117	49^	116	63^	
TUE 10.00P 60 NBC 3										B	12.5	22	1105	1586	259	201	65	750	192	385	385	391	309	675	234	402	369	344	234	77	37	83	39	
202 99 OP 3										C	12.5	22	1105	1586	259	201	65	750	192	385	385	391	309	675	234	402	369	344	234	77	37	83	39	
10.00 - 10.30										A	11.1	18	983	1553	349	267	74	811	242	461	435	429	296	515	170	290	278	271	186	109	50^	118	54^	
10.30 - 11.00										A	10.7	19	948	1580	334	269	72	778	214	474	454	436	254	562	196	344	312	298	175	125	47^	115	73	
DALLAS										A	18.2	31	1613	1705	312	231	70	944	258	458	480	397	411	460	119	223	237	220	205	69	33^	231	144	
FRI 9.00P 60 CBS 5										B	17.8	31	1577	1665	323	234	91	966	259	461	471	416	435	480	131	248	249	225	200	58	31	160	112	
209 99 GD 5										C	17.8	31	1577	1665	323	234	91	966	259	461	471	416	435	480	131	248	249	225	200	58	31	160	112	
9.00 - 9.30										A	17.6	30	1559	1740	306	226	72	940	262	457	476	390	407	463	126	228	238	218	205	73	35^	264	158	
9.30 - 10.00										A	18.9	32	1675	1663	316	234	68	943	253	457	482	402	413	455	113	216	236	221	203	66	31^	200	131	
DESIGNING WOMEN										A	15.4	23	1364	1492	364	268	96	832	254	446	446	387	333	487	179	306	317	231	147	86	58	86	51	
MON 9.30P 30 CBS 5										B	16.6	26	1471	1514	383	304	112	860	312	513	487	378	288	466	178	297	284	214	142	88	57	100	67	
210 99 CS 5										C	16.6	26	1471	1514	383	304	112	860	312	513	487	378	288	466	178	297	284	214	142	88	57	100	67	
DISNEY SUNDAY MOVIE(R)										A	12.2	20	1081	1895	284	245	83	702	284	448	404	287	232	667	266	447	395	287	179	147	69	378	229	
SUN 7.00P 60 ABC 5										B	11.1	19	985	1920	265	224	109	707	258	457	424	323	219	578	223	404	373	272	142	169	88	466	282	
186 94 FF 5										C	11.1	19	985	1920	265	224	109	707	258	457	424	323	219	578	223	404	373	272	142	169	88	466	282	
CONT'D																																		



OCT. 19-25, 1987

## 14 PROGRAM AUDIENCE ESTIMATES (Alpha)

PROGRAM AUDIENCE ESTIMATES (Alpha)										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES														TEENS		CHILDREN	
PROGRAM NAME					KEY	HOUSEHOLD AUDIENCES			TOTAL WORKING PERS			LOH 18-49 W/CH	WOMEN					MEN					TOT. 12-17	FEM. 12-17	TOT. 2-6	TOT. 6-11	
DAY	TIME	DUR	NET	NO. OF		AVG. AUD. %	SH %	AVG. AUD. 0.000	PERS	WOMEN	18-49		18-34	35-44	45-54	55-64	18-34	35-44	45-54	55-64	TOTAL						
#STNS	CVG%	TYPE	T/C					(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	17	17	11	11
EVENING CONT'D																											
DISNEY SUNDAY MOVIE(R)-CONT'D																											
THE SHAGGY DOG PT.2																											
7.00 - 7.30																											
7.30 - 8.00																											
DUET SUN 9.30P 30 FOX 1 116 86 CS 1																											
EVERYTHING'S RELATIVE SAT 8.30P 30 CBS 4 206 99 CS 4																											
FACTS OF LIFE SAT 8.00P 30 NBC 4 204 98 CS 4																											
FALCON CREST TRI 10.00P 60 CBS 4 209 99 GD 4																											
10.00 - 10.30																											
10.30 - 11.00																											
FAMILY TIES SUN 8.14P 30 NBC 6 207 99 CS 6																											
8.00 - 8.30																											
8.30 - 9.00																											
FRANK'S PLACE MON 8.00P 30 CBS 4 210 99 CS 4																											
GARTHELD'S HAT LOVER TRI 8.30P 30 CBS 4 209 99 CS 4																											
GOLDEN GIRLS SAT 9.00P 30 NBC 5 211 99 CS 5																											
HITCHHIKER TO BLISS BED 8.00P 30 NBC 4 212 99 CS 4																											
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FOR EXPLANATION OF SYMBOLS, SEE PAGE 8

A = CURRENT REPORT B = QUARTER AVERAGE C = SEASON AVERAGE

OCT. 19-25, 1987

16

# PROGRAM AUDIENCE ESTIMATES (Alpha)

PROGRAM NAME										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES															TEEN S		CHILDREN	
DAY	TIME	DUR	NET	NO	KEY	HOUSEHOLD AUDIENCES	Avg	SH	Avg	TOTAL	WORKING	LOH	W O M E N					M E N					TOT.	FEM.	TOT.	TOT.		
#STNS	CVG%	TYPE	T/C			AUD	%	0,000	PERS	WOMEN	18-49	18-49	18-	18-	25-	35-	55+	18-	18-	25-	35-	55+	12-	12-	2-	6-		
									(2+)	18+	49	18-49	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	17	17	11	11
EVENING CONT'D																												
THU	10.00P	60	ABC	3	A	9.2	18	815	1494	278	194	96	820	204	360	352	392	404	514	164	242	225	224	230	63^	47^	97	61^
SAT	10.00P	60	ABC	3	B	10.2	20	907	1511	320	236	84	853	274	411	412	408	381	470	148	239	232	220	198	83	52	105	64
	10.30	11.00			C	10.2	20	907	1511	320	236	84	853	274	411	412	408	381	470	148	239	232	220	198	83	52	105	64
	10.30	11.00			A	9.1	17	806	1478	277	197	100	813	200	358	344	384	406	530	176	263	246	228	221	53^	39^	83	50^
	10.30	11.00			A	9.3	18	824	1510	279	190	92	827	208	353	359	400	402	499	152	222	204	221	239	74^	54^	110	72^
	10.30	11.00			A	10.5	16	930	1711	325	274	102	739	326	517	428	310	194	569	263	416	365	276	128	133	102	209	120
	10.30	11.00			B	11.0	18	976	1647	298	224	90	782	233	424	405	380	307	612	202	354	329	305	221	112	55	141	80
	10.30	11.00			C	11.0	18	976	1647	298	224	90	782	233	424	405	380	307	612	202	354	329	305	221	112	55	141	80
	10.30	11.00			A	10.2	16	904	1729	316	268	98	743	307	513	419	322	210	574	270	422	366	272	126	202	108	210	123
	10.30	11.00			A	10.7	16	948	1710	336	283	107	743	347	526	440	301	181	570	259	415	368	281	131	187	97	211	118
	10.30	11.00			A	18.3	36	1621	1728	305	215	53	793	220	437	431	404	293	637	166	337	332	351	247	126	61	172	111
	10.30	11.00			B	17.2	33	1524	1750	326	243	68	840	245	473	451	415	308	612	174	343	338	330	223	137	79	161	105
	10.30	11.00			C	17.2	33	1524	1750	326	243	68	840	245	473	451	415	308	612	174	343	338	330	223	137	79	161	105
	10.30	11.00			A	18.1	35	1604	1745	309	220	50	806	222	439	433	406	304	628	162	327	319	345	250	133	63	178	116
	10.30	11.00			A	18.4	37	1630	1722	302	212	55	785	218	437	433	405	284	649	171	349	347	360	245	120	59	168	107
	10.30	11.00			A	13.0	20	1152	1567	300	247	84	823	295	478	414	347	305	528	173	306	303	263	193	73	37^	143	89
JAKE AND THE FATMAN																												
	9.00P	60	CBS	4	B	12.3	19	1088	1544	269	183	63	811	185	357	366	398	389	562	133	263	261	294	268	74	36	97	59
	9.00P	60	CBS	4	C	12.3	19	1088	1544	269	183	63	811	185	357	366	398	389	562	133	263	261	294	268	74	36	97	59
	9.30	9.30			A	12.8	20	1134	1570	296	251	79	819	265	473	411	350	308	530	177	316	311	262	192	76	34^	145	95
	9.30	10.00			A	13.2	20	1170	1563	304	244	90	827	305	482	417	344	301	525	170	296	295	264	194	71	39^	140	83
	9.30	10.00			A	12.3	19	1090	1571	315	195	64	875	203	373	380	439	429	460	133	214	207	234	214	100	46^	136	67
	9.30	10.00			B	13.6	21	1205	1551	296	194	49	854	167	347	371	456	440	527	124	237	234	275	261	78	35^	91	42
	9.30	10.00			C	13.6	21	1205	1551	296	194	49	854	167	347	371	456	440	527	124	237	234	275	261	78	35^	91	42
	9.30	10.00			A	12.5	19	1108	1590	305	187	66	881	211	372	372	428	438	467	137	220	214	236	216	97	44^	145	74
	9.30	10.00			A	12.0	18	1063	1566	328	204	62	876	196	378	390	454	424	457	129	209	201	235	214	105	49^	128	60
	9.30	10.00			A	16.2	24	1435	1509	339	262	61	823	271	415	414	341	342	479	157	269	284	218	179	82	58	125	76
	9.30	10.00			B	15.5	24	1376	1554	357	270	78	869	261	446	433	364	359	475	160	270	273	217	171	87	60	122	74
	9.30	10.00			C	15.5	24	1376	1554	357	270	78	869	261	446	433	364	359	475	160	270	273	217	171	87	60	122	74
	9.30	10.00			A	13.5	24	1196	1488	380	310	79	909	315	541	495	400	300	394	162	245	228	175	121	98	46^	88	58
	9.30	10.00			B	15.2	26	1343	1539	376	301	90	927	337	548	490	394	316	435	191	281	258	179	127	86	40	92	61
	9.30	10.00			C	15.2	26	1343	1539	376	301	90	927	337	548	490	394	316	435	191	281	258	179	127	86	40	92	61
	9.30	10.00			A	13.1	22	1161	1521	380	309	80	905	308	535	493	405	294	404	159	252	239	185	126	112	57	100	69
	9.30	10.00			A	13.8	25	1223	1477	383	314	79	910	319	546	498	398	298	391	162	240	224	171	120	94	43^	83	52
	9.30	10.00			A	13.4	26	1187	1466	371	300	75	906	315	537	488	397	309	390	163	245	222	169	118	88	38^	82	55
	9.30	10.00			A	16.9	29	1497	1504	350	290	114	778	308	506	471	356	222	557	215	366	336	272	158	91	69	78	35^
	9.30	10.00			B	18.6	32	1644	1530	346	281	120	799	304	506	482	372	239	577	224	369	339	275	173	77	55	79	41
	9.30	10.00			C	18.6	32	1644	1530	346	281	120	799	304	506	482	372	239	577	224	369	339	275	173	77	55	79	41
CONT'D																												

A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.



# PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT. 19-25, 1987

PROGRAM NAME										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES															TEEN S				CHILDREN			
DAY	TIME	DUR	NET	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES			TOTAL WORKING PERS			W O M E N					M E N					TOT.		TOT.								
						AVG. AUD. %	SH. %	AVG. AUD. 0.000	18-49	18-49 W/CH	18-49	18-49	25-34	35-44	45-54	55-64	18-49	18-49	25-34	35-44	45-54	55-64	12-17	18-24	2-6	7-11						
#STNS	CVG%	TYPE							(2+)	18-49	18-49 W/CH	TOTAL	18-49	18-49	25-34	35-44	45-54	55-64	TOTAL	18-49	18-49	25-34	35-44	45-54	55-64	17	17	11	11			
EVENING CONT'D																																
L.A. LAW-CONT'D																																
	10.30 - 11.00				A	17.2	28	1524	1522	367	302	120	798	328	531	477	353	220	535	212	348	316	253	153	100	78	90	38^				
	11.00 - 11.30				A	17.1	30	1515	1502	344	285	111	774	300	496	471	359	225	571	216	377	347	284	162	85	63	72	33^				
	11.30 - 12.00				A	15.0	28	1329	1489	330	275	107	752	283	482	461	356	220	579	222	386	359	287	161	88	69	69	31^				
LAW & HARRY MCGRAW																																
TUE	10.00P - 10.30	60	CBS	4	A	10.7	18	948	1475	316	220	85	830	261	437	399	368	342	484	135	247	260	263	189	55^	34^	105	47^				
	10.30 - 11.00	99	PD	4	B	11.6	20	1026	1471	290	188	52	809	177	346	368	412	391	539	134	254	244	288	247	53	29^	69	42				
	10.00 - 10.30				C	11.6	20	1026	1471	290	188	52	809	177	346	368	412	391	539	134	254	244	288	247	53	29^	69	42				
	10.30 - 11.00				A	10.8	18	957	1494	321	228	92	835	271	447	405	366	333	477	140	244	260	253	183	60^	34^	123	59^				
	10.30 - 11.00				A	10.6	18	939	1455	310	213	78	826	251	427	393	371	351	491	131	250	260	272	196	51^	34^	88	35^				
LEG WORK SAT																																
	9.00P - 9.30	60	CBS	4	A	6.4	11	567	1551	270	196	67^	777	191	392	395	377	335	631	138	355	391	378	219	35^	5^	107^	24^				
	9.30 - 10.00	96	PD	4	B	6.7	12	589	1632	299	244	72	797	249	438	418	363	301	607	176	358	353	322	209	61	25^	166	85				
	9.00 - 9.30				C	6.7	12	589	1632	299	244	72	797	249	438	418	363	301	607	176	358	353	322	209	61	25^	166	85				
	9.30 - 10.00				A	5.9	10	523	1553	241	171	53^	778	179	373	375	372	353	627	133	334	376	369	230	26^	4^	123	17^				
	9.30 - 10.00				A	6.9	12	611	1549	294	217	79^	776	202	408	412	381	321	635	142	373	405	386	209	44^	5^	94^	30^				
MAGGYVER MON																																
	8.00P - 8.30	60	ABC	4	A	13.0	20	1152	1568	203	145	61	665	181	319	292	317	305	643	211	327	304	293	258	105	40^	155	81				
	8.30 - 9.00				B	12.3	20	1090	1666	255	196	61	729	195	371	341	368	311	653	223	372	338	305	229	117	57	167	88				
MARRIED... WITH CHILDREN																																
SUN	8.30P - 9.00	30	FOX	1	C	12.3	20	1090	1666	255	196	61	729	195	371	341	368	311	653	223	372	338	305	229	117	57	167	88				
	8.30 - 9.00	86	CS	1	A	11.9	19	1054	1540	208	147	59^	664	180	318	291	316	302	637	209	323	294	289	260	102	44^	137	68				
	8.30 - 9.00				A	14.2	22	1258	1581	198	142	62	662	181	318	290	316	304	643	212	327	310	294	254	107	36^	169	91				
MATLOCK TUE																																
	8.00P - 8.30	60	NBC	3	A	18.7	28	1657	1617	272	175	77	914	188	369	382	448	465	460	89	178	190	237	249	79	47	165	99				
	8.30 - 9.00	99	GD	3	B	17.2	27	1519	1604	253	164	62	879	151	313	346	434	490	561	121	237	236	275	288	65	32	100	48				
	8.00 - 8.30				C	17.2	27	1519	1604	253	164	62	879	151	313	346	434	490	561	121	237	236	275	288	65	32	100	48				
	8.30 - 9.00				A	18.0	28	1595	1601	256	161	74	899	178	352	362	439	467	465	85	175	186	240	257	74	48	163	96				
	8.30 - 9.00				A	19.4	29	1719	1633	287	188	81	928	196	385	401	457	464	455	93	182	193	233	241	83	47	166	101				
MIAMI VICE FRI																																
	9.00P - 9.30	60	NBC	4	A	13.4	23	1187	1833	369	311	124	795	313	540	480	366	226	644	300	455	432	275	148	158	99	236	137				
	9.30 - 10.00	99	OP	4	B	14.9	26	1322	1744	331	275	95	768	306	516	458	353	219	646	271	441	425	295	160	126	67	204	113				
	9.00 - 9.30				C	14.9	26	1322	1744	331	275	95	768	306	516	458	353	219	646	271	441	425	295	160	126	67	204	113				
	9.30 - 10.00				A	12.9	22	1143	1821	361	304	122	790	310	534	472	364	231	644	296	448	421	275	156	152	100	235	142				
	9.30 - 10.00				A	13.9	23	1232	1844	377	318	126	799	316	546	488	368	221	645	304	463	441	275	142	163	98	237	133				
MR. PRESIDENT SAT																																
	8.00P - 8.30	30	FOX	1	A	2.6	5	230	1412	246^	142^	7^	549	239^	323	312	305	143^	568	249^	403	361	293	129^	129^	40^	166^	128^				
	8.30 - 9.00	85	CS	1	B	2.6	5	230	1412	246^	142^	7^	549	239^	323	312	305	143^	568	249^	403	361	293	129^	129^	40^	166^	128^				
	8.00P - 8.30				C	2.6	5	230	1412	246^	142^	7^	549	239^	323	312	305	143^	568	249^	403	361	293	129^	129^	40^	166^	128^				
MURDER, SHE WROTE SUN																																
	8.00P - 8.30	60	CBS	6	A	17.6	25	1559	1506	332	225	48	891	158	365	401	474	447	512	100	210	206	274	264	43	25^	60	40^				
	8.00P - 8.30				B	19.9	30	1766	1576	321	211	50	893	143	338	371	447	486	556	103	221	236	281	294	58	30	69	43				
CONT'D																																

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

FOR EXPLANATION OF SYMBOLS, SEE PAGE 8.



OCT. 19-25, 1987

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT. 19-25, 1987

PROGRAM AUDIENCE ESTIMATES (APR 84)										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		
PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			TOTAL WORKING				W O M E N					M E N					T E E N S		CHILDREN			
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	PERS	WOMEN	LOH 18-49	18- W/CH	18- 18-49	18- 18-49	25- 25-49	35- 35-49	18- 18-49	18- 18-49	25- 25-49	35- 35-49	TOT. TOT.	FEM. FEM.	TOT. TOT.	TOT. TOT.				
																								12- 12-17	17- 17-19	2- 2-6	6- 6-11	
																								17	17	11	11	
EVENING CONT'D																												
OUR HOUSE-CONT'D																												
	7.00 - 7.30				A	9.6	15	851	1762	293	250	70^	693	217	397	377	309	255	637	190	418	443	347	159	166	95	266	198
	7.30 - 8.00				A	11.1	17	983	1816	330	285	65	749	238	434	430	347	258	577	180	369	389	313	147	197	103	293	223
	8.00 - 8.30				A	15.4	22	1364	1905	375	329	89	808	317	536	505	350	215	575	217	398	385	291	122	223	106	299	213
PRESIDENTIAL PORTRAIT																												
MON/TUE	9.58P	1	CBS	13	A	12.9	20	1143	1527	340	258	91	843	276	474	446	383	306	482	167	294	298	239	153	84	43	118	70
	208	99	DO	13	B	13.4	22	1185	1543	344	260	83	856	265	468	449	401	321	514	174	303	287	253	177	81	42	92	56
	10.40P	1			C	13.4	22	1185	1543	344	260	83	856	265	468	449	401	321	514	174	303	287	253	177	81	42	92	56
THU	9.30 - 10.00				A	13.0	20	1152	1521	334	252	97	829	280	469	439	374	307	508	180	314	321	249	154	71	40	113	62
	10.30 - 11.00				A	12.7	21	1125	1540	353	270	80	871	269	483	461	403	305	429	141	253	250	220	152	110	50^	130	87
PRIVATE EYE																												
FRI	10.00P	60	NBC	5	A	10.8	21	957	1736	331	254	73	820	280	492	460	402	262	650	259	409	372	328	188	135	70	131	77
	205	99	PD	5	B	11.2	21	989	1680	321	256	72	778	258	478	442	391	249	643	221	396	389	332	198	118	58	140	88
	10.00 - 10.30				C	11.2	21	989	1680	321	256	72	778	258	478	442	391	249	643	221	396	389	332	198	118	58	140	88
	10.30 - 11.00				A	11.2	21	992	1772	341	266	80	816	293	498	460	391	251	650	257	415	373	328	184	144	83	162	94
					A	10.5	21	930	1681	316	239	64^	816	263	482	455	410	271	644	260	399	368	325	191	123	55^	97	57^
WGS TO RICHES																												
					A	10.4	18	921	1688	342	243	52^	850	216	403	436	403	355	465	130	221	245	245	190	174	143	198	142
FRI																												
	8.00P	60	NBC	5	B	10.8	20	958	1737	311	240	48	808	245	432	424	376	315	447	135	245	251	222	164	158	104	323	213
	197	97	CS	5	C	10.8	20	958	1737	311	240	48	808	245	432	424	376	315	447	135	245	251	222	164	158	104	323	213
	8.00 - 8.30				A	10.5	19	930	1679	330	239	47^	859	213	400	434	401	367	463	123	215	244	250	189	166	134	192	143
	8.30 - 9.00				A	10.2	18	904	1713	357	251	59^	850	222	410	442	409	346	472	139	230	248	241	192	185	153	207	142
ST. ELSEWHERE																												
WED	10.00P	60	NBC	4	A	11.6	19	1028	1463	357	298	131	841	356	569	536	379	217	464	209	325	310	203	112	76	46^	81	42^
	205	99	GD	4	B	14.0	24	1243	1504	340	276	121	855	340	544	514	384	251	484	203	328	313	212	130	86	55	79	43
	10.00 - 10.30				C	14.0	24	1243	1504	340	276	121	855	340	544	514	384	251	484	203	328	313	212	130	86	55	79	43
	10.30 - 11.00				A	11.9	19	1054	1446	354	293	125	823	346	551	514	364	222	454	200	317	303	197	109	82	48^	88	47^
					A	11.3	19	1001	1481	360	303	137	860	368	589	559	395	211	476	217	334	316	208	115	71	44^	74	37^
SECOND CHANCE																												
SAT	9.30P	30	FOX	1	A	2.5	4	222	1667	271^	204^	44^	664	326	432	370	285^	187^	474	201^	322	291	195^	130^	288	95^	241^	186^
	115	85	CS	1	B	2.5	4	222	1667	271^	204^	44^	664	326	432	370	285^	187^	474	201^	322	291	195^	130^	288	95^	241^	186^
					C	2.5	4	222	1667	271^	204^	44^	664	326	432	370	285^	187^	474	201^	322	291	195^	130^	288	95^	241^	186^
60 MINUTES																												
SUN	7.00P	60	CBS	6	A	22.3	35	1976	1600	301	221	68	800	176	360	370	390	376	701	169	352	358	367	294	40	15^	58	38
	211	99	DN	6	B	20.1	34	1782	1552	304	210	50	779	160	320	330	360	397	684	168	329	340	339	298	36	14^	53	29
	7.00 - 7.30				C	20.1	34	1782	1552	304	210	50	779	160	320	330	360	397	684	168	329	340	339	298	36	14^	53	29
	7.30 - 8.00				A	21.6	35	1914	1564	290	211	66	775	168	344	351	373	370	697	171	346	346	360	297	35	13^	56	37
					A	23.0	35	2038	1634	312	231	69	823	183	375	389	406	381	705	168	358	369	373	291	45	16^	61	39
SPECIAL MOVIE PRSNT-WED(S)																												
WED	9.00P	120	CBS		A	15.5	25	1373	1636	292	219	75	845	236	435	430	412	344	521	147	275	284	279	207	107	62	163	82
	208	99	FF																									
SADIE AND SON																												
CONT'D																												

A-CURRENT REPORT B-QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.



OCT. 19-25, 1987

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

## PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT. 19-25, 1987

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING LOH				W O M E N					M E N					T E E N S		CHILDREN						
								PERS	WOMEN		18-49	18- W/CH	18- 34	18- 49	25- 54	35- 64	45- 55+	TOTAL	18- 34	18- 49	25- 54	35- 64	45- 55+	TOTAL	18- 34	18- 49	25- 54	35- 64	45- 55+	TOT. 12- 17
#STNS	CVG%	TYPE						(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	17	17	11	11			
EVENING CONT'D																														
WEREWOLF SUN	8.00P 117	30 86	FOX SM	1 1	A	4.5	6	399	1938	372	311	95^	758	397	628	485	314	80^	634	355	545	457	263	58^	274	95^	272	149^		
					B	4.5	6	399	1938	372	311	95^	758	397	628	485	314	80^	634	355	545	457	263	58^	274	95^	272	149^		
					C	4.5	6	399	1938	372	311	95^	758	397	628	485	314	80^	634	355	545	457	263	58^	274	95^	272	149^		
WEST 57TH SAT	10.00P 199	60 98	CBS DN	4 4	A	6.0	12	532	1603	319	222	107^	803	239	404	411	385	321	651	156	366	405	379	222	71^	7^	78^	40^		
					B	6.4	13	569	1566	299	233	86	765	257	424	402	332	281	597	186	369	379	307	188	92	38^	112	62		
					C	6.4	13	569	1566	299	233	86	765	257	424	402	332	281	597	186	369	379	307	188	92	38^	112	62		
					A	5.9	11	523	1599	331	232	111^	829	243	415	417	388	344	631	154	347	387	358	222	66^	1^	73^	33^		
					A	6.1	12	540	1607	307	212	103^	778	235	394	404	382	299	671	158	385	422	400	222	75^	12^	83^	46^		
WISEGUY THU	9.43P 206	60 99	CBS OP	5 5	A	11.5	18	1019	1559	313	236	70	829	249	437	419	368	333	512	157	309	299	275	182	102	36^	116	72		
					B	12.2	19	1077	1597	308	227	72	794	236	431	422	377	302	603	204	370	354	309	198	93	41	108	63		
					C	12.2	19	1077	1597	308	227	72	794	236	431	422	377	302	603	204	370	354	309	198	93	41	108	63		
					A	9.6	14	851	1620	310	228	68^	841	243	434	421	379	352	536	160	322	299	285	198	99	34^	145	88		
					A	12.0	18	1063	1533	307	232	66	814	243	425	409	359	333	511	154	309	300	276	181	102	33^	107	67		
WOMEN IN PRISON SAT	8.30P	30	FOX	1	A	13.0	21	1152	1534	324	249	78	838	263	461	435	371	310	485	158	294	292	259	166	104	42^	106	68		
					A	2.5	5	222	1455	289	224^	34^	500	222^	292	295	278^	133^	539	222^	392	337	248^	120^	111^	55^	306	215^		
					B	2.5	5	222	1455	289	224^	34^	500	222^	292	295	278^	133^	539	222^	392	337	248^	120^	111^	55^	306	215^		
116	85	CS	1	C	2.5	5	222	1455	289	224^	34^	500	222^	292	295	278^	133^	539	222^	392	337	248^	120^	111^	55^	306	215^			
				A	17.2	28	1524	1602	216	161	44	636	169	288	285	263	304	719	233	388	385	292	277	108	44	140	92			
WORLD SERIES PRE GAME #3(S) TUE	8.00P 216	23 99	ABC SC		A	24.9	40	2206	1587	225	173	47	597	149	279	278	269	275	823	269	458	444	353	308	72	23^	94	63		
MINNESOTA VS ST. LOUIS	8.00 - 8.30 8.30 - 9.00 9.00 - 9.30 9.30 - 10.00 10.00 - 10.30 10.30 - 11.00 11.00 - 11.30				A	18.4	30	1630	1600	215	164	38^	606	151	272	265	254	298	741	226	387	382	301	302	114	41	139	99		
					A	20.9	32	1852	1619	223	169	45	603	148	271	265	263	294	775	240	409	392	328	314	105	38	136	97		
					A	25.0	39	2215	1586	211	162	45	596	137	267	277	276	283	802	248	422	415	344	320	84	27^	105	71		
					A	26.1	40	2312	1578	210	163	43	593	140	272	271	273	276	836	262	455	443	366	320	56	13^	93	62		
					A	27.0	43	2392	1588	220	169	50	591	151	271	265	257	276	850	285	482	463	359	312	58	17^	88	59		
					A	26.9	44	2383	1585	242	185	53	605	160	294	295	272	263	846	296	493	479	360	293	65	19^	69	42		
					A	25.0	45	2215	1567	252	196	51	599	165	305	304	276	251	836	289	496	477	369	285	63	22^	70	43		
WORLD SERIES PRE GAME #4(S) WED	8.00P 217	18 99	ABC SC		A	15.8	27	1400	1550	216	160	47	642	164	297	276	270	303	671	206	340	325	268	293	99	48	138	88		
WORLD SERIES GAME #4(S) WED	8.18P 217	192 99	ABC SE		A	23.8	38	2109	1614	204	158	49	607	154	291	289	264	270	818	257	445	421	368	320	89	32	100	60		
CONT'D																														

A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.



# PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT. 19-25, 1987

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
DAY	TIME	DUR	NET OF	NO. T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING				W O M E N					M E N					T E E N S		CHILDREN			
									PERS	WOMEN	18-49	18- W/CH	18-	18-	25-	35-	18-	18-	25-	35-	TOT.	FEM.	TOT.	TOT.				
																									(2+)	18+	49	<3
EVENING CONT'D																												
WORLD SERIES GAME #4(S)-CONT'D																												
MINNESOTA VS ST. LOUIS																												
	8.00 - 8.30				A	17.6	29	1559	1601	200	157	44	634	153	286	269	263	309	737	228	380	358	297	322	90	41	140	86
	8.30 - 9.00				A	21.1	34	1869	1629	200	160	46	627	145	289	277	270	297	779	243	407	390	329	326	90	37	133	80
	9.00 - 9.30				A	24.7	38	2188	1621	193	149	46	612	146	280	278	259	285	808	246	422	409	364	332	85	33	116	73
	9.30 - 10.00				A	26.3	40	2330	1619	194	145	48	600	152	281	284	258	271	828	246	442	423	383	332	84	31	107	67
	10.00 - 10.30				A	26.1	41	2312	1611	211	164	51	606	167	296	294	253	263	812	254	446	420	373	312	105	37	89	52
	10.30 - 11.00				A	24.6	40	2180	1609	214	165	53	590	159	297	299	261	247	839	275	472	442	382	309	96	30	85	49
	11.00 - 11.30				A	22.5	43	1994	1601	215	168	50	601	155	308	307	285	249	864	288	496	458	392	311	73	25^	63	33
					A	23.4	38	2073	1570	203	156	37	588	133	273	258	265	280	835	224	434	436	397	335	81	24^	66	35
WORLD SERIES GAME #5(S)																												
THU 8.38P 207 ABC																												
MINNESOTA VS ST. LOUIS																												
	8.30 - 9.00				A	18.5	29	1639	1596	172	123	24^	625	99	243	250	306	339	799	190	350	365	358	378	83	40	89	51
	9.00 - 9.30				A	22.8	35	2020	1572	188	146	31^	595	129	257	239	254	304	824	228	421	412	374	343	78	27^	75	38
	9.30 - 10.00				A	24.3	37	2153	1546	187	142	33	574	127	246	232	242	293	837	237	436	422	387	339	72	17^	62	30
	10.00 - 10.30				A	24.9	38	2206	1554	203	154	37	562	131	259	241	250	270	847	232	447	455	406	330	82	23^	63	31
	10.30 - 11.00				A	26.2	42	2321	1591	213	165	43	578	141	284	266	264	261	849	227	453	464	416	325	95	24^	69	38
	11.00 - 11.30				A	23.1	39	2047	1586	220	174	41	598	147	297	275	269	267	848	215	441	451	417	334	82	24^	58	32
	11.30 - 12.00				A	22.8	44	2020	1580	225	176	44	611	142	311	299	291	262	839	226	453	454	408	324	76	18^	53	33
	12.00 - 12.30				A	21.1	47	1869	1549	227	180	49	594	138	309	299	288	249	825	231	455	446	400	314	70	19^	60	40
					A	19.3	30	1710	1817	264	223	51	694	201	375	354	297	285	805	260	454	436	354	296	106	45	212	131
WORLD SERIES PRE GAME #7(S)																												
SUN 8.00P 16 ABC																												
ST. LOUIS VS MINNESOTA																												
	8.00 - 8.30				A	23.4	35	2073	1787	251	209	46	681	185	353	335	294	290	855	268	480	462	387	316	97	31	155	103
	8.30 - 9.00				A	28.3	41	2507	1789	251	208	42	684	190	358	339	302	290	859	258	478	471	408	319	94	31	151	97
	9.00 - 9.30				A	33.6	48	2977	1769	250	202	47	679	190	349	345	305	283	875	280	503	479	413	307	90	28	125	82
	9.30 - 10.00				A	34.2	49	3030	1778	249	197	50	682	188	350	348	310	283	875	269	508	487	423	303	102	30	120	77
	10.00 - 10.30				A	35.4	52	3136	1756	252	200	50	674	183	349	348	311	278	875	261	512	495	436	301	103	28	104	63
	10.30 - 11.00				A	35.5	54	3145	1765	267	214	52	687	184	363	358	326	277	887	257	513	509	449	306	99	29	92	56
	11.00 - 11.30				A	34.6	59	3066	1776	269	220	63	689	191	379	362	329	267	907	271	530	526	459	302	98	23	82	49
	11.30 - 12.00				A	29.1	57	2578	1769	269	222	68	691	199	393	372	327	256	892	281	539	526	442	285	100	28	86	52

## PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT. 19-25, 1987

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES		WORKING WOMEN	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																											
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	18- 49	TOTAL		W O M E N					M E N					T E E N S			C H I L D R E N																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
											18- 34	49		54	64	55+	TOTAL	18- 34	49	54	64	55+	12- 17	12- 17	12- 14	2- 5	6- 11	6- 11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													
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# PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT. 19-25, 1987

PROGRAM NAME					KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				TEEN S	
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS	WORKING WOMEN	W O M E N						M E N						MALE	FEM.						
	#STNS	CVG%	TYPE					(2+)	18+	18- 49	25- 54	15- 24	TOTAL	34	49	49	54	54	15- 24	TOTAL	34	49	49	54	54	12- 17	12- 17			
ABC NEWS: NIGHTLINE																														
MON	11.30P	31	ABC	13	A	5.1	15	452	1530	271	174	199	51^	791	174	411	395	499	466	49^	615	166	356	345	398	377	31v	1v		
	11.30P	31	ABC	13	B	5.2	16	464	1443	257	195	192	72	735	198	374	356	417	374	66	590	166	310	290	351	317	24^	24^		
	11.30P	31	ABC	13	C	5.2	16	464	1443	257	195	192	72	735	198	374	356	417	374	66	590	166	310	290	351	317	24^	24^		
	12.00	31	ABC	13	A	5.2	15	461	1513	269	174	198	50^	781	172	408	392	495	462	49^	609	164	353	341	394	373	31v	1v		
	12.00	31	ABC	13	A	3.9	13	346	1511	225	110^	147^	37v	796	155^	355	342	440	417	38v	583	177^	334	334	373	359	40v	<<		
ABC NEWS: NIGHTLINE MON.																														
MON	12.48A	31	ABC	7	A	4.2	23	372	1386	204	165^	178	39v	579	95^	302	302	342	302	38v	777	164^	463	438	530	517	<<	<<		
	12.48A	31	ABC	7	B	3.9	21	348	1356	229	192	174	64^	546	149	319	307	346	299	73^	725	261	477	452	518	480	27^	12v		
	12.48A	31	ABC	7	C	3.9	21	348	1356	229	192	174	64^	546	149	319	307	346	299	73^	725	261	477	452	518	480	27^	12v		
	12.48A	31	ABC	7	A	4.6	23	408	1377	207	175	187	51^	571	113^	318	318	355	304	52^	773	196	474	441	531	512	<<	<<		
	12.48A	31	ABC	7	A	3.9	22	346	1410	204	159^	173^	31v	592	83^	293	293	336	305	28v	789	143^	460	441	535	527	<<	<<		
ABC NEWS: NIGHTLINE TUE																														
TUE	11.57P	37	ABC	2	A	4.9	19	434	1292	188	125^	150	22v	570	113^	263	258	318	300	62^	681	210	372	353	437	413	18v	<<		
	11.57P	37	ABC	2	B	6.1	24	543	1384	194	128	149	57^	634	137	293	273	339	316	65^	637	177	354	333	397	379	30^	19v		
	11.57P	37	ABC	2	C	6.1	24	543	1384	194	128	149	57^	634	137	293	273	339	316	65^	637	177	354	333	397	379	30^	19v		
	12.00	37	ABC	2	A	6.4	22	567	1381	219	144	154	39^	608	148	302	294	345	314	73^	727	254	441	423	490	454	19v	<<		
	12.00	37	ABC	2	A	4.9	19	434	1291	186	121^	150	21v	566	111^	259	254	315	299	64^	682	208	367	347	436	410	18v	<<		
	12.00	37	ABC	2	A	3.6	17	319	1254	178^	137^	152^	12v	586	95^	272	272	321	308	28v	644	174^	343	327	406	406	13v	<<		
ABC NEWS: NIGHTLINE WED																														
WED	12.16A	31	ABC	2	A	4.1	18	363	1441	213	168^	158^	42v	542	91^	252	239	282	253	72^	836	297	488	443	521	505	26v	<<		
	12.16A	31	ABC	2	B	4.2	19	373	1380	198	142	141	64^	623	155	294	273	309	282	47^	646	189	360	333	384	368	11v	16v		
	12.16A	31	ABC	2	C	4.2	19	373	1380	198	142	141	64^	623	155	294	273	309	282	47^	646	189	360	333	384	368	11v	16v		
	12.00	31	ABC	2	A	4.5	18	399	1437	226	169	164	44^	542	101^	257	245	295	264	84^	831	297	487	435	512	494	29v	<<		
	12.00	31	ABC	2	A	3.8	18	337	1434	199	166^	151^	40v	538	80^	245	231	267	241	59^	834	294	486	448	527	512	23v	<<		
ABC NEWS: NIGHTLINE THU																														
THU	12.41A	32	ABC	2	A	4.0	20	354	1490	299	216	222	93^	641	164^	391	366	411	361	73^	757	252	472	451	523	496	26v	17v		
	12.41A	32	ABC	2	B	3.6	17	320	1452	236	184	185	47^	662	150	330	318	354	328	61^	703	227	380	355	423	400	20v	8v		
	12.41A	32	ABC	2	C	3.6	17	320	1452	236	184	185	47^	662	150	330	318	354	328	61^	703	227	380	355	423	400	20v	8v		
	12.30	32	ABC	2	A	4.3	20	381	1478	294	213	219	98^	630	155^	388	363	406	357	66^	749	237	469	455	526	497	22v	25v		
	12.30	32	ABC	2	A	3.5	19	310	1538	313	225	230	86^	671	185^	405	377	427	374	88^	785	283	485	452	526	504	34v	5v		
ABC WEEKEND REPORT-SAT.																														
SAT	11.30P	15	ABC	4	A	2.0	6	177	1383	210^	104^	129^	141^	725	167^	290^	207^	235^	209^	33v	425	91v	143^	142^	218^	187^	33v	52v		
	11.30P	15	ABC	4	B	2.0	6	179	1298	234	189	183	88^	679	161^	330	293	349	315	56^	478	115^	248	228	280	257	21v	30v		
	11.30P	15	ABC	4	C	2.0	6	179	1298	234	189	183	88^	679	161^	330	293	349	315	56^	478	115^	248	228	280	257	21v	30v		
ABC WEEKEND REPORT-SUN.																														
SUN	12.27A	15	ABC	4	A	1.6	10	142	1545	277^	277^	246^	69v	681	248^	409^	374^	405^	373^	103v	687	217^	441^	441^	475	435^	146^	<<		
	12.27A	15	ABC	4	B	1.9	8	164	1428	252	216	215	47^	679	161^	359	349	413	394	46^	586	188	409	408	436	415	43v	38v		
	12.27A	15	ABC	4	C	1.9	8	164	1428	252	216	215	47^	679	161^	359	349	413	394	46^	586	188	409	408	436	415	43v	38v		
	12.00	15	ABC	4	A	1.8	11	159	1425	263^	263^	236^	66v	637	204^	351^	321^	373^	347^	87v	645	159^	385^	385^	413	380^	123^	<<		
	12.00	15	ABC	4	A	1.6	10	142	1530	273^	273^	241^	68v	672	253^	413^	377^	401^	369^	104v	677	226^	443^	443^	478	437^	148^	<<		
CBS LATE NIGHT I																														
MON	12.05A	64	CBS	20	A	3.3	14	295	1370	259	183	203	83^	742	217	398	365	428	383	59^	482	173	313	299	337	304	18v	19v		
	12.05A	64	CBS	20	B	3.7	15	328	1379	265	199	218	85	774	213	397	371	438	392	50^	496	170	305	292	343	314	14v	21^		
	12.05A	64	CBS	20	C	3.7	15	328	1379	265	199	218	85	774	213	397	371	438	392	50^	496	170	305	292	343	314	14v	21^		
CONT'D																														

A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

36 PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT. 19-25, 1987

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
DAY	TIME	DUR #STNS	NET CVG% TYPE	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING WOMEN				W O M E N					M E N					T E E N S																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		
									PERS	18- (2+)	25- 49	15- 24	18- TOTAL	18- 34	18- 49	21- 49	21- 54	25- 54	15- 24	TOTAL	18- 34	18- 49	21- 49	21- 54	25- 54	12- 17	12- 17																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
LATE FRINGE CONT'D																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									



# PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT. 19-25, 1987

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			T E E N S MALE FEM.	
						AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS	WORKING WOMEN				W O M E N						M E N									
DAY	TIME	DUR	NET	NO. OF T/C					18-25- PERS	15- 24	18- 34	18- 49	21- 49	21- 54	25- 54	15- 24	18- 34	18- 49	21- 49	21- 54	25- 54	12- 17	12- 17						
#STNS	CVG%	TYPE							(2+)	18+	49	54	24	TOTAL	34	49	49	54	54	24	TOTAL	34	49	49	54	54	17	17	
LATE FRINGE CONT'D																													
CBS NEWS SPECIAL(S)-CONT'D																													
	210	99	N		A	7.3	21	647	1405	301	226	236	66^	776	209	408	382	438	399	79^	592	202	327	304	371	327	12v	1v	
	11.30 - 12.00				A	5.7	19	505	1439	309	227	253	80^	794	191	434	407	479	436	87^	584	224	344	322	373	323	16v	9v	
	12.00 - 12.30																												
CBS SUNDAY NEWS-OSGOOD																													
SUN	11.00P	15	CBS	5	A	3.5	7	310	1175	330	298	274	65^	829	231	441	441	500	436	53v	275	67^	118^	118^	143^	104^	33v	<<	
	122	64	N	5	B	3.5	8	310	1350	302	234	248	61^	820	172	388	377	431	387	38^	444	90^	207	199	235	217	18v	8v	
					C	3.5	8	310	1350	302	234	248	61^	820	172	388	377	431	387	38^	444	90^	207	199	235	217	18v	8v	
DAVID LETTERMAN I																													
MON	12.52A	30	NBC	20	A	3.6	20	315	1403	293	257	199	149	724	324	486	411	447	380	148	561	298	428	395	415	325	38^	20v	
	204	99	GV	20	B	3.7	20	326	1402	268	232	207	118	682	307	462	408	452	399	139	602	325	476	430	460	390	38^	27^	
					C	3.7	20	326	1402	268	232	207	118	682	307	462	408	452	399	139	602	325	476	430	460	390	38^	27^	
TUNF																													
THU	12.30A	30																											
	1.08A	30																											
	12.30 - 1.00				A	3.8	19	335	1453	286	245	187	140	722	321	480	407	442	380	160	584	310	439	407	430	337	55^	22v	
	1.00 - 1.30				A	3.2	20	279	1301	305	282	225	157^	725	321	489	417	454	379	124^	524	281	415	378	395	309	<<	17v	
	1.30 - 2.00				A	3.1	23	275	1228	336	302	243	220^	752	392	565	439	477	401	107^	422	206^	329	299	315	239	<<	18v	
DAVID LETTERMAN II																													
					A	3.0	21	266	1409	288	259	192	161	735	362	509	424	459	391	158	567	323	437	404	422	320	33^	12v	
MON																													
	1.22A	30	NBC	20	B	3.0	21	268	1368	271	233	197	130	667	324	465	406	450	387	145	591	349	482	434	465	387	35^	21v	
	204	99	GV	20	C	3.0	21	268	1368	271	233	197	130	667	324	465	406	450	387	145	591	349	482	434	465	387	35^	21v	
TUNF																													
THU	1.00A	30																											
	1.38A	30																											
	1.00 - 1.30				A	3.1	20	276	1457	266	237	166	160	728	364	501	415	449	381	174	599	351	457	421	438	331	45^	12v	
	1.30 - 2.00				A	2.8	22	244	1302	332	304	241	161^	745	353	519	436	473	405	126^	502	266	395	367	391	299	5v	10v	
	2.00 - 2.30				A	2.9	25	257	1335	346	309	274	169^	775	386	552	468	513	447	125^	490	262	394	364	382	300	13v	19v	
FRIDAY NIGHT VIDEOS																													
FRI	1.30A	60	NBC	4	A	2.8	19	248	1423	271	234^	129^	212^	619	378	470	316	351	312	239^	569	442	513	443	444	339	125^	42v	
	178	97	PC	4	B	2.6	19	230	1476	265	231	184	162	630	361	482	399	435	370	209	610	411	518	439	461	388	104^	52^	
	1.30 - 2.00				C	2.6	19	230	1476	265	231	184	162	630	361	482	399	435	370	209	610	411	518	439	461	388	104^	52^	
	2.00 - 2.30				A	3.0	19	266	1440	253	217^	110^	195^	627	371	461	318	352	308	260	603	453	528	453	455	339	121^	29v	
					A	2.6	20	230	1403	293	252^	151^	231^	611	386	480	314	350	317	214^	530	429	495	432	432	339	129^	56v	
G MICHAELS SPORTS MACHINE																													
SUN	11.44P	15	NBC	6	A	1.5	6	133	1296	281^	230^	259^	72v	396^	165^	299^	261^	324^	290^	161^	830	401^	631	594	653	529	<<	<<	
	81	55	SC	6	B	1.7	7	151	1425	245	210^	215^	53v	514	155^	338	327	371	347	239	778	365	545	494	568	426	50v	33v	
					C	1.7	7	151	1425	245	210^	215^	53v	514	155^	338	327	371	347	239	778	365	545	494	568	426	50v	33v	
LATE SHOW-FOX																													
MON-FRI	11.00P	60	FOX	40	A	1.6	4	138	1410	256	239^	193^	174^	612	336	484	424	442	360	219^	544	324	455	369	401	322	96^	73^	
	113	80	GV	40	B	1.6	4	144	1450	280	252	209	144^	640	327	469	423	464	400	175^	604	355	490	411	435	378	67^	54^	
	11.00 - 11.30				C	1.6	4	144	1450	280	252	209	144^	640	327	469	423	464	400	175^	604	355	490	411	435	378	67^	54^	
	11.30 - 12.00				A	1.7	4	151	1395	249	229	194^	161^	605	330	493	433	455	378	228	548	329	457	376	411	314	98^	65^	
					A	1.4	4	126	1427	265^	252^	192^	190^	620	343	473	412	427	338	208^	540	317	453	360	389	332	93^	82^	
OLYMPIC DIARY-MON 1																													
CONT'D																													
					A	3.7	22	328	1391	216	176^	191^	25v	599	107^	327	327	366	340	30v	765	144^	451	436	541	527	<<	<<	

## PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT. 19-25, 1987

PROGRAM NAME DAY TIME DUR NET NO. OF #STNS CVG% TYPE T/C										K E Y	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					
											AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN				W O M E N						M E N						T E E N S			
															18- 18+	25- 49	15- 24	18- 34	18- 49	21- 49	21- 54	25- 54	15- 24	18- 34	18- 49	21- 49	21- 54	25- 54	12- 17	12- 17				
LATE FRINGE CONT'D																																		
OLYMPIC DIARY-MON 1-CONT'D																																		
MON	1.12A	1	ABC	6	B	3.4	19	304				1422	235	203	189	67^	567	167	363	351	385	336	73^	751	280	501	458	535	506	16v	19v			
	207	97	SC	6	C	3.4	19	304				1422	235	203	189	67^	567	167	363	351	385	336	73^	751	280	501	458	535	506	16v	19v			
OLYMPIC DIARY-TUE 1																																		
TUE	12.23A	1	ABC	5	A	4.1	17	363				1250	185	114^	139^	11v	564	99^	237	237	296	285	40v	660	184	368	354	452	438	11v	<<			
	211	98	SC	5	B	4.4	16	393				1352	227	173	177	60^	720	186	322	302	367	337	63^	522	143	266	258	316	274	26^	13v			
				5	C	4.4	16	393				1352	227	173	177	60^	720	186	322	302	367	337	63^	522	143	266	258	316	274	26^	13v			
OLYMPIC DIARY-WED 1																																		
WED	12.39A	1	ABC	5	A	3.7	18	328				1402	195	154^	144^	39v	520	66^	226	211	238	213	43v	823	294	497	469	549	534	18v	<<			
	210	98	SC	5	B	4.2	17	372				1332	238	180	179	81^	662	173	339	308	352	318	51^	578	158	307	283	343	322	8v	20v			
				5	C	4.2	17	372				1332	238	180	179	81^	662	173	339	308	352	318	51^	578	158	307	283	343	322	8v	20v			
OLYMPIC DIARY THU 1																																		
THU	1.04A	1	ABC	6	A	3.6	19	319				1559	327	230	247	77^	679	201	409	382	446	396	99^	803	303	527	481	549	534	38v	<<			
	211	98	SC	6	B	4.2	16	375				1406	259	199	193	58^	681	176	363	350	399	369	61^	635	195	358	343	401	369	18v	25^			
				6	C	4.2	16	375				1406	259	199	193	58^	681	176	363	350	399	369	61^	635	195	358	343	401	369	18v	25^			
OLYMPIC DIARY-FRI 1																																		
FRI	11.56P	1	ABC	6	A	4.1	13	363				1506	229	132^	167^	35v	773	147^	366	353	447	424	36v	607	156^	348	348	385	371	38v	<<			
	202	97	SC	6	B	4.5	13	394				1453	244	159	173	53^	724	174	332	320	382	346	46^	620	146	309	298	364	342	28^	19v			
				6	C	4.5	13	394				1453	244	159	173	53^	724	174	332	320	382	346	46^	620	146	309	298	364	342	28^	19v			
SATURDAY NIGHT																																		
					A	9.5	29	842				1624	360	306	284	125	696	339	527	486	532	474	155	609	304	473	423	480	431	108	62^			
SAT 11.30P 81 NBC 2																																		
	199	99	GV	2	B	9.2	28	811				1586	321	276	259	132	682	356	513	464	502	446	149	606	311	488	441	485	438	99	67			
				2	C	9.2	28	811				1586	321	276	259	132	682	356	513	464	502	446	149	606	311	488	441	485	438	99	67			
	11.30 - 12.00				A	10.7	29	948				1623	362	300	282	118	720	312	512	474	523	468	136	593	271	436	397	448	399	96	61^			
	12.00 - 12.30				A	9.7	31	859				1601	361	313	284	133	681	355	534	490	534	467	165	605	308	477	428	490	438	116	57^			
	12.30 - 1.00				A	7.7	28	682				1626	347	298	278	122	658	356	531	490	535	487	170	629	354	526	455	512	470	114	70^			
TONIGHT SHOW MON 11.52P 60 NBC 18																																		
	202	99	GV	18	A	5.5	20	487				1380	272	232	213	105	750	248	441	399	443	393	91	502	188	317	299	335	285	35^	28^			
				18	B	5.7	21	507				1384	274	223	213	89	732	241	427	395	445	402	82	539	203	357	338	376	332	27^	28^			
				18	C	5.7	21	507				1384	274	223	213	89	732	241	427	395	445	402	82	539	203	357	338	376	332	27^	28^			
TUMF THU 11.30P 60 12.08A 60																																		
					A	6.3	18	555				1393	289	246	233	103	754	253	463	422	466	419	81	495	172	298	282	320	286	48^	31^			
	11.30 - 12.00				A	5.3	20	471				1391	256	215	195	106	751	248	429	388	434	381	99	513	193	323	302	338	283	34^	26^			
	12.00 - 12.30				A	4.7	22	414				1332	277	243	214	106^	741	238	426	375	418	370	95^	500	218	352	337	368	294	11v	27v			
	12.30 - 1.00				A	4.5	24	399				1308	311	277	240	127^	769	244	464	403	443	389	49^	451	181	291	288	329	283	<<	40v			
TOP OF THE POPS FRI 11.30P 60 CBS 5																																		
	166	86	GV	5	A	2.7	9	239				1373	311	285	291	71^	743	302	485	463	486	450	89^	508	261^	376	355	383	320	30v	30v			
				5	B	2.3	8	204				1485	288	236	245	152^	728	294	478	438	479	416	104^	522	261	410	378	411	345	34v	73^			
				5	C	2.3	8	204				1485	288	236	245	152^	728	294	478	438	479	416	104^	522	261	410	378	411	345	34v	73^			
	11.30 - 12.00				A	3.3	10	292				1414	329	300	306	91^	779	301	508	479	502	461	108^	535	266	384	357	382	309	11v	39v			
	12.00 - 12.30				A	2.2	9	195				1249	270^	249^	255^	38v	654	290^	429	417	439	412	56v	446	242^	346	337	368	321^	58v	14v			

A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.



# PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT. 19-25, 1987

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	LOH WORKING 18-49 WOMEN			W O M E N					M E N					T E E N S		C H I L D R E N				
									W/CH	18-	49	18-	18-	25-	35-	18-	18-	25-	35-	12-	12-	2-	2-	6-				
#STNS	CVG%	TYPE						<3	18+	49	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	17	17	11	11	11	
MON-FRI EARLY MORNING																												
WORLD NEWS-MORN-615A					A	1.2	14	110	79^	316	286^	634	160^	441	406	427	175^	487	167^	313	315	277^	147^	12v	26v	<<	<<	<<
6.15A 15 ABC					B	1.4	16	122	72^	317	283	620	164^	431	424	407	161^	485	160^	311	317	281	141^	13v	36v	16v	24v	16v
138 82 N					C	1.4	16	122	72^	317	283	620	164^	431	424	407	161^	485	160^	311	317	281	141^	13v	36v	16v	24v	16v
WORLD NEWS-MORN-645A																												
6.45A 15 ABC					A	2.2	17	198	69^	259	224	562	134^	378	379	375	151^	472	148^	256	241	278	172	37v	27v	<<	8v	<<
181 92 N					B	2.2	17	191	71^	304	247	605	153	419	437	385	140	461	139	248	254	264	169	31v	45^	16v	25v	26v
					C	2.2	17	191	71^	304	247	605	153	419	437	385	140	461	139	248	254	264	169	31v	45^	16v	25v	26v
BEFORE HOURS																												
6.15A 15 NBC					A	0.6	9	53	47v	366^	366^	686	188^	469^	456^	342^	184^	495^	173^	243^	229^	152v	227^	74v	20v	29v	<<	29v
144 85 N					B	0.6	9	56	64v	364^	336^	694	218^	453^	437^	332^	203^	393^	176^	229^	207^	103v	144^	35v	21v	16v	<<	20v
					C	0.6	9	56	64v	364^	336^	694	218^	453^	437^	332^	203^	393^	176^	229^	207^	103v	144^	35v	21v	16v	<<	20v
MORNING NEWS- 6:30AM																												
6.30A 30 CBS					A	1.2	12	103	26v	276^	142^	585	105^	242^	317^	352	257^	423	116^	185^	185^	228^	225^	27v	9v	46v	13v	47v
145 86 N					B	1.1	11	95	26v	305	147^	652	129^	272	313	367	307	334	96^	144^	140^	180^	181^	16v	17v	38v	34v	54v
					C	1.1	11	95	26v	305	147^	652	129^	272	313	367	307	334	96^	144^	140^	180^	181^	16v	17v	38v	34v	54v
MORNING NEWS- 7:00AM																												
7.00A 30 CBS					A	1.9	11	172	32v	264	186^	643	180^	327	410	338	201	427	125^	214	204	242	195	13v	11v	77^	33v	82^
200 98 N					B	2.0	12	173	31v	244	192	635	200	333	352	270	236	422	122^	213	214	228	185	25v	14v	43^	31v	56^
					C	2.0	12	173	31v	244	192	635	200	333	352	270	236	422	122^	213	214	228	185	25v	14v	43^	31v	56^
GOOD MORNING, AMERICA-730																												
					A	4.7	23	418	53^	231	178	674	136	365	397	387	251	440	98	189	200	224	214	12v	1v	23^	19v	25^
MON-FRI 7.30A 30 ABC																												
213 99 N					B	4.5	23	394	57^	242	194	702	153	392	413	385	261	424	104	192	198	207	199	19^	6v	19^	20^	23^
					C	4.5	23	394	57^	242	194	702	153	392	413	385	261	424	104	192	198	207	199	19^	6v	19^	20^	23^
GOOD MORNING, AMERICA-830																												
8.30A 15 ABC					A	4.9	23	431	61^	178	137	726	131	335	356	391	330	396	92	156	159	184	206	12v	4v	17v	23^	12v
211 98 N					B	4.6	23	409	76	207	166	773	155	376	393	401	341	360	75	133	144	164	192	13v	5v	18^	24^	13v
8.30A 9					C	4.6	23	409	76	207	166	773	155	376	393	401	341	360	75	133	144	164	192	13v	5v	18^	24^	13v
& 8.54A 6																												
TUE-FRI 8.30A 30																												
GOOD MORNING, AMERICA-830(B)																												
8.39A 15 ABC					A	3.0	14	266	94^	189^	146^	814	121^	350	373	431	413	275	59v	83^	129^	135^	127^	<<	<<	4v	18v	4v
110 69 N																												
MORNING PROGRAM																												
7.30A 75 CBS					A	1.9	9	169	33v	221	152^	773	195^	296	352	335	396	369	117^	177^	177^	135^	184^	9v	9v	41v	35v	54^
200 98 N					B	2.0	10	176	51^	220	159	754	201	317	338	315	377	381	107^	178	174	158	190	13v	7v	35v	32v	41^
7.30A 30					C	2.0	10	176	51^	220	159	754	201	317	338	315	377	381	107^	178	174	158	190	13v	7v	35v	32v	41^
& 8.15A 45																												
TUE-FRI 7.30A 90																												
7.30 - 8.00					A	1.9	9	165	34v	308	226	774	223	366	412	327	331	386	158^	221	236	147^	148^	6v	19v	54^	30v	69^
8.00 - 8.30					A	1.8	9	161	26v	209	143^	762	191^	277	318	327	414	368	114^	178^	173^	135^	186^	10v	10v	35v	52v	67^
8.30 - 9.00					A	2.0	10	177	37v	153^	91^	787	176^	250	327	353	444	358	82^	136^	128^	126^	218	11v	<<	33v	27v	31v
MORNING PROGRAM(B)																												
CONT'D					A	1.2	6	106	<<	235^	187^	818	212^	330^	426^	346^	392^	251^	95v	139v	139v	118v	111v	<<	30v	69v	53v	122v

# PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT. 19-25, 1987

PROGRAM NAME										KEY	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	LOH	WORKING		W O M E N					M E N					T E E N S		C H I L D R E N																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
								18-49	WOMEN		18-	18-	25-	35-	18-	18-	25-	35-	12-	12-	2-	2-	6-																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
								W/CH	18-															TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	17	17	11	11	11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						
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PROGRAM NAME										KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
DAY	TIME	DUR	NET	NO. OF	T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	LOH WORKING			WOMEN							MEN		TEENS			CHILDREN									
									18-49		WOMEN		15-	18-	18-	25-	25-	35-			MALE	FEM.	TOT.	MALE	FEM.	TOT.	TOT.						
#STNS	CVG%	TYPE				%	%		W/CH	18+	49	24	TOTAL	34	49	49	54	64	55+	TOTAL	55+	17	17	17	11	11	5	11					
MONDAY-FRIDAY DAYTIME																																	
ABC AFTERSCHOOL SPECIAL(S)										A	5.6	16	496	82^	168	137	174	731	294	443	318	357	270	250	234	119^	35^	88^	59^	67^	78^	88^	57^
4.00P 60 ABC																																	
167 87 FV																																	
THE DAY MY KID WENT PUNK										A	5.6	17	496	78^	192	159	174	765	313	464	342	381	285	262	220	122^	36^	72^	62^	58^	81^	83^	55^
4.00 - 4.30										A	5.6	16	496	87^	144	115^	173	697	276	421	295	332	255	238	248	117^	34^	104^	57^	76^	75^	92^	58^
4.30 - 5.00																																	
ALL MY CHILDREN										A	7.6	27	675	145	230	215	148	833	363	567	439	483	348	222	258	79	27^	34^	40^	49^	39^	72	17^
1.00P 60 ABC										B	7.6	27	673	155	243	219	151	874	385	576	440	491	349	247	239	83	15^	28^	23^	55	38	71	22^
215 99 DD										C	7.6	27	673	155	243	219	151	874	385	576	440	491	349	247	239	83	15^	28^	23^	55	38	71	22^
1.00 - 1.30										A	7.3	25	647	148	230	215	149	832	358	563	436	480	354	224	265	81	28^	35^	41^	52^	38^	73	17^
1.30 - 2.00										A	7.9	28	703	142	230	216	148	834	367	570	443	486	343	221	252	76	25^	33^	39^	47^	40^	71	17^
AMERICAN TREASURY										A	4.3	14	378	68^	136	80^	119	834	218	374	290	325	344	425	260	110	18^	40^	43^	42^	37^	40^	39^
3.58P 1 CBS										B	4.2	14	372	71^	157	105	122	879	239	407	316	365	356	422	249	123	16^	42^	36^	35^	41^	34^	42^
195 90 DD										C	4.2	14	372	71^	157	105	122	879	239	407	316	365	356	422	249	123	16^	42^	36^	35^	41^	34^	42^
ANOTHER WORLD										A	4.6	17	407	84	181	158	126	826	249	465	358	419	381	300	304	118	28^	35^	39^	21^	30^	35^	17^
2.15P 45 NBC										B	4.5	16	395	88	216	182	123	880	263	493	385	446	416	326	285	117	19^	30^	29^	21^	34^	36^	18^
202 98 DD 18										C	4.5	16	395	88	216	182	123	880	263	493	385	446	416	326	285	117	19^	30^	29^	21^	34^	36^	18^
TUE-FRI 2.00P 60										A	4.5	16	397	80^	173	151	126	823	261	467	357	419	372	294	316	123	26^	29^	35^	22^	28^	35^	15^
2.00 - 2.30										A	4.7	17	415	88	189	164	125	831	239	464	359	419	390	307	295	114	30^	40^	44^	21^	32^	35^	19^
2.30 - 3.00																																	
ANOTHER WORLD(B)										A	4.1	15	363	97^	166^	112^	114^	842	270	450	350	418	392	324	284	131^	13^	46^	27^	19^	42^	34^	26^
2.00P 15 NBC																																	
169 80 DD																																	
AS THE WORLD TURNS										A	6.1	22	537	77	157	89	109	927	208	407	314	392	420	442	263	116	18^	21^	27^	35^	29^	45^	18^
2.00P 60 CBS										B	5.8	21	514	87	150	98	119	925	223	421	318	392	413	430	248	114	16^	21^	29^	36^	33^	48^	21^
208 99 DD 25										C	5.8	21	514	87	150	98	119	925	223	421	318	392	413	430	248	114	16^	21^	29^	36^	33^	48^	21^
FRI 2.00P 23																																	
& 2.30P 30										A	6.0	22	532	76	156	86	106	933	211	404	311	394	413	447	271	123	17^	17^	24^	35^	30^	48^	16^
2.00 - 2.30										A	6.1	22	542	79	157	93	112	922	206	411	318	391	428	438	255	108	19^	25^	30^	34^	28^	43^	19^
2.30 - 3.00																																	
BOLD AND THE BEAUTIFUL										A	4.9	17	438	94	182	111	104	914	231	415	320	401	402	418	280	115	15^	11^	17^	40^	30^	44^	25^
1.30P 30 CBS										B	4.6	17	408	92	188	135	111	904	235	435	335	400	407	404	256	109	14^	13^	20^	39^	34^	52^	22^
200 94 DD 25										C	4.6	17	408	92	188	135	111	904	235	435	335	400	407	404	256	109	14^	13^	20^	39^	34^	52^	22^
CBS SCHOOLBREAK SPECIALS(S)										A	3.6	11	319	81^	196^	127^	148^	761	210	427	327	378	345	283	353	142^	33^	65^	81^	84^	40^	38^	86^
TUE 4.09P 51 CBS																																	
155 83 CL																																	
SOLDIER BOYS																																	
CONT'D																																	



## PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT. 19-25, 1987

PROGRAM NAME					KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																						
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	LOH WORKING			W O M E N							M E N		T E E N S			C H I L D R E N							
									18-49 W/CH	18-49 WOMEN	15-24	15-24 TOTAL	18-34	18-34	18-34	25-34	25-34	35-44	35-44	45-54	45-54	55-64	55-64	TOTAL	55+	MALE 12-17	FEM. 12-17	TOT. 15-17	MALE 2-6	FEM. 2-6	TOT. 2-6
MONDAY-FRIDAY DAYTIME CONT'D																															
CBS SCHOOLBREAK SPECIALS-CONT'D					A	3.6	12	319	78^	195^	118^	157^	803	206	421	315	378	368	320	319	112^	40^	57^	91^	64^	3^	30^	37^			
4.00 - 4.30					A	3.7	11	328	81^	191^	131^	138^	713	206	419	326	368	320	251	367	159^	28^	68^	72^	95^	64^	42^	118^			
4.30 - 5.00																															
CLASSIC CONCENTRATION					A	3.2	15	283	88^	123	112^	77^	854	230	416	346	388	334	395	334	152	17^	11^	15^	37^	42^	66^	13^			
MW-F 10.30A 30 NBC 20					B	3.1	15	276	87^	121	107	83^	825	216	390	321	362	324	394	324	168	25^	21^	21^	40^	51^	65^	27^			
140 74 QG 20					C	3.1	15	276	87^	121	107	83^	825	216	390	321	362	324	394	324	168	25^	21^	21^	40^	51^	65^	27^			
TUE 10.30A 21 & 10.58A 2																															
DAYS OF OUR LIVES																															
MON-FRI 1.00P 60 NBC 20					A	6.4	23	567	94	185	152	151	824	285	481	368	435	368	276	291	113	25^	71	57^	34^	30^	50^	14^			
206 99 DD 20					B	6.3	23	561	90	182	147	151	849	294	489	370	435	379	295	288	122	20^	57	46	34^	37^	51	20^			
1.00 - 1.30					C	6.3	23	561	90	182	147	151	849	294	489	370	435	379	295	288	122	20^	57	46	34^	37^	51	20^			
1.30 - 2.00					A	6.1	22	544	97	185	151	144	833	282	483	372	441	376	281	291	111	26^	62	55^	36^	30^	55^	11^			
					A	6.7	24	590	92	185	153	157	816	288	479	365	430	361	272	291	115	24^	78	60	32^	30^	46^	17^			
GENERAL HOSPITAL																															
MW-F 3.00P 60 ABC 20					A	7.8	27	693	115	244	216	172	870	371	580	445	474	328	262	207	79	33^	67	54	47^	52	55	43^			
216 99 DD 20					B	7.8	27	688	130	241	206	166	882	377	558	428	470	327	282	210	80	22^	64	50	46	46	58	35^			
					C	7.8	27	688	130	241	206	166	882	377	558	428	470	327	282	210	80	22^	64	50	46	46	58	35^			
TUE 3.00P 58																															
3.00 - 3.30					A	7.6	27	673	121	247	221	173	881	378	590	451	478	330	264	213	82	32^	60	49^	49^	44^	56	37^			
3.30 - 4.00					A	8.0	27	710	110	242	211	172	862	366	572	441	471	327	260	201	75	34^	74	59	46^	59	55	50			
GUIDING LIGHT																															
MON-FRI 3.00P 60 CBS 25					A	5.5	19	487	80	162	94	117	899	228	409	317	380	405	427	260	115	13^	32^	30^	31^	26^	41^	16^			
207 99 DD 25					B	5.4	19	483	85	168	111	120	898	235	423	326	380	394	422	249	122	10^	32^	26^	36^	41^	45^	32^			
3.00 3.30					C	5.4	19	483	85	168	111	120	898	235	423	326	380	394	422	249	122	10^	32^	26^	36^	41^	45^	32^			
3.30 - 4.00					A	5.4	19	480	87	165	96	118	907	222	410	319	385	417	431	260	111	13^	33^	31^	29^	26^	42^	12^			
					A	5.6	19	493	75	159	93	116	894	235	409	316	377	394	425	261	119	14^	30^	30^	33^	27^	40^	20^			
LOVING																															
MON 12.39P 21 ABC 20					A	4.2	16	370	147	241	219	146	826	359	586	462	489	357	213	214	66^	24^	44^	38^	61^	44^	82^	23^			
176 89 DD 20					B	4.2	16	372	159	235	212	154	857	383	584	445	475	344	243	210	63^	16^	32^	23^	70	43^	82	30^			
TUE-FRI 12.30P 30					C	4.2	16	372	159	235	212	154	857	383	584	445	475	344	243	210	63^	16^	32^	23^	70	43^	82	30^			
MR. BELVEDERE-M-F																															
MON-FRI 11.30A 30 ABC 34					A	2.7	12	241	133^	228	199	120^	740	313	497	406	425	328	223	266	46^	43^	74^	48^	123^	77^	144	56^			
136 70 CS 34					B	2.7	12	237	125^	220	191	135	750	337	510	404	426	292	217	276	54^	32^	57^	40^	105^	63^	125	43^			
					C	2.7	12	237	125	220	191	135	750	337	510	404	426	292	217	276	54^	32^	57^	40^	105^	63^	125	43^			
NBC NEWS DIGEST-DAYTIME																															
MW-F 2.57P 1 NBC 12					A	4.3	15	384	85^	196	161	135	830	221	429	325	397	397	329	306	95	33^	56^	59^	16^	26^	29^	12^			
192 95 N 12					B	4.5	16	396	77	203	172	124	818	222	438	344	407	385	317	321	123	27^	54^	49^	16^	30^	27^	19^			
					C	4.5	16	396	77	203	172	124	818	222	438	344	407	385	317	321	123	27^	54^	49^	16^	30^	27^	19^			
NEW CARD SHARKS																															
MON-FRI 10.30A 30 CBS 25					A	3.0	14	266	85^	116^	95^	52^	723	206	354	315	390	345	295	422	275	23^	16^	20^	83^	58^	115^	26^			
163 78 QP 25					B	3.1	15	275	86^	127	90^	63^	680	195	319	263	337	320	287	436	253	16^	14^	14^	62^	54^	81^	34^			
					C	3.1	15	275	86^	127	90^	63^	680	195	319	263	337	320	287	436	253	16^	14^	14^	62^	54^	81^	34^			

## PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT. 19-25, 1987

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																				
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	LOH WORKING			W O M E N								M E N		T E E N S			C H I L D R E N																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																				
									18-49	WOMEN		15-		18-	18-	25-	25-	35-	TOTAL	55+	TOTAL	55+	MALE	FEM.	TOT.	MALE	FEM.	TOT.	TOT.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
									W/CH	18+	49	24	TOTAL	34	49	49	54	64					55+	17	17	17	11	11	5	11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
									<3	18+	49	24	TOTAL	34	49	49	54	64					55+	17	17	17	11	11	5	11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

## PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT. 19-25, 1987

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
DAY	TIME	DUR	NET #STNS	CVG% TYPE	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	LOH WORKING		W O M E N										M E N		T E E N S			C H I L D R E N							
									18-49		WOMEN																						
									W/CH		18-	15-	18-	18-	25-	25-	35-																
									<3	18+	49	24	TOTAL	34	49	49	54	64	55+	TOTAL	55+	17	17	17	11	11	5	11					
MONDAY-FRIDAY DAYTIME CONT'D																																	
SANTA BARBARA-CONT'D																																	
	3.00 - 3.30						A	4.4	15	388	82^	200	163	147	815	245	479	373	454	404	255	290	104	30^	82^	67^	18v	52^	48^	21v			
	3.30 - 4.00						A	4.7	16	415	92	190	159	159	797	245	479	374	444	384	248	278	102	34^	109	82	18v	55^	50^	22^			
SCRABBLE																																	
MON-FRI	12.30P	30	NBC	33			A	3.8	14	335	89^	129	108	57^	780	181	327	272	309	266	415	375	185	30^	6v	16v	31^	36^	49^	18v			
	154	82	QG	33			B	3.6	14	318	81	126	108	80	806	198	350	281	317	288	420	360	184	26^	19v	27^	38^	41^	53^	27^			
							C	3.6	14	318	81	126	108	80	806	198	350	281	317	288	420	360	184	26^	19v	27^	38^	41^	53^	27^			
SUPER PASSWORD																																	
WTH	12.00N	30	NBC	20			A	3.0	12	267	97^	66^	60^	75^	763	168	296	224	273	257	418	362	181	18v	11v	12v	33^	41^	55^	19v			
	153	71	QG	20			B	2.9	12	259	107	93^	75^	96^	771	201	324	244	289	258	403	362	179	19v	26^	25v	47^	52^	69^	31^			
	12.08P	22					C	2.9	12	259	107	93^	75^	96^	771	201	324	244	289	258	403	362	179	19v	26^	25v	47^	52^	69^	31^			
FRI	12.04P	26																															
\$25,000 PYRAMID																																	
MON-FRI	10.00A	30	CBS	25			A	3.1	15	276	61^	112^	57^	60^	745	176	290	234	340	352	348	412	246	15v	4v	6v	66^	41^	82^	25v			
	171	84	QP	25			B	3.1	15	277	81^	116	62^	64^	709	198	299	239	330	318	318	390	229	12v	7v	8v	54^	45^	65^	33^			
							C	3.1	15	277	81^	116	62^	64^	709	198	299	239	330	318	318	390	229	12v	7v	8v	54^	45^	65^	33^			
WHEEL OF FORTUNE																																	
MON-FRI	11.00A	30	NBC	20			A	5.1	23	455	78	124	90	56^	798	151	303	262	318	312	438	383	186	14v	18v	22^	31^	31^	52^	9v			
							B	5.0	23	443	73	140	98	66	820	171	313	261	318	313	451	376	201	16^	21^	21^	35^	40^	56^	19^			
WHO'S THE BOSS? M F																																	
MON-FRI	11.00A	30	ABC	20			A	3.5	16	307	145	228	203	134	766	327	527	415	439	328	215	278	57^	40^	46^	46^	107^	58^	139	26v			
	156	85	CS	20			B	3.4	16	297	133	232	210	122	754	321	532	431	447	319	205	266	53^	39^	52^	44^	94	63^	125	33^			
							C	3.4	16	297	133	232	210	122	754	321	532	431	447	319	205	266	53^	39^	52^	44^	94	63^	125	33^			
WIN, LOSE OR DRAW																																	
MON	11.42A	18	NBC	33			A	3.4	15	302	117	143	122	86^	809	224	419	344	395	347	339	299	131	14v	15v	24v	30^	43^	61^	13v			
	185	87	QG	33			B	3.5	16	306	113	149	129	98	812	228	415	333	383	335	317	305	129	17v	28^	28^	45^	60^	75^	29^			
	11.30A	30					C	3.5	16	306	113	149	129	98	812	228	415	333	383	335	347	305	129	17v	28^	28^	45^	60^	75^	29^			
FRI	11.30A	24																															
YOUNG AND THE RESTLESS																																	
MON-FRI	12.30P	60	CBS	25			A	7.4	28	657	102	177	130	121	865	269	436	327	385	349	370	284	138	19^	14^	22^	41^	44^	63	22^			
	210	99	DD	25			B	7.4	29	652	93	189	145	116	874	267	450	345	398	365	371	265	129	15^	18^	22^	36^	42	59	19^			
							C	7.4	29	652	93	189	145	116	874	267	450	345	398	365	371	265	129	15^	18^	22^	36^	42	59	19^			
	12.30 - 1.00						A	7.1	28	631	102	175	130	118	865	267	440	333	387	352	371	298	149	20^	12v	24^	44^	47^	70	21^			
	1.00 - 1.30						A	7.7	29	686	102	178	130	123	862	270	432	320	382	346	369	270	128	17^	17^	21^	38^	41^	56	23^			



A-CURRENT REPORT B-QUARTER AVERAGE C=SEASON AVERAGE

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PROGRAM NAME										HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		
												TOT. PERS.		WOMEN		MEN		T E E N S					C H I L D R E N							
										DAY	TIME	DUR	NET	NO. OF	K E Y	AVG. AUD. %	SH %	AVG. AUD. 0,000	15-	18-	15-	TOTAL	MALE	FEM.	TOT.	TOT.	TOTAL	MALE	FEM.	TOT.
										(2+)	24	TOTAL	49	24	TOTAL	17	17	17	14	17	11	11	11	5	11	11	11	8	11	
WEEKEND DAYTIME CHILDREN CONT'D																														
KID VIDEO	12.30P	30	CBS	6	A	2.6	9	230	1534	155^	507	355	55^	255^	297	92^	205^	244^	53^	474	251^	223^	224^	250^	153^	97^	129^	121^		
SAT	142	68	CA	6	B	2.3	8	207	1524	192	425	303	113^	246	306	98^	208	178	128^	547	300	247	244	303	179	124^	171	132^		
					C	2.3	8	207	1524	192	425	303	113^	246	306	98^	208	178	128^	547	300	247	244	303	179	124^	171	132^		
CLOWNS HAPPYTOWN	8.30A	30	ABC	5	A	2.7	15	239	1232	23^	198^	156^	91^	189^	116^	31^	85^	76^	40^	729	278	452	280	449	190^	259^	289	161^		
SAT	206	99	CA	5	B	2.6	14	234	1358	80^	273	227	56^	152	127^	53^	74^	73^	53^	805	340	465	294	512	252	260	287	225		
					C	2.6	14	234	1358	80^	273	227	56^	152	127^	53^	74^	73^	53^	805	340	465	294	512	252	260	287	225		
WIZARDS	10.00A	30	ABC	4	A	4.6	17	408	1367	95^	347	324	95^	190	257	108^	149^	201	56^	573	329	244	182	391	220	171	224	168		
SAT	206	98	CA	4	B	4.3	16	381	1461	89	318	282	98	201	241	131	110	158	83	700	363	337	315	385	215	170	178	207		
					C	4.3	16	381	1461	89	318	282	98	201	241	131	110	158	83	700	363	337	315	385	215	170	178	207		
NIGHTLY MOUSE	10.30A	30	CBS	6	A	3.6	14	319	1470	55^	185^	127^	70^	187^	246	175^	71^	171^	75^	852	508	344	362	490	342	148^	268	223		
SAT	195	96	CA	6	B	4.1	15	360	1484	62^	281	215	61^	227	138	80^	58^	96	41^	837	508	329	358	479	297	182	274	205		
					C	4.1	15	360	1484	62^	281	215	61^	227	138	80^	58^	96	41^	837	508	329	358	479	297	182	274	205		
MUPPET BABIES I	8.30A	30	CBS	6	A	3.4	18	301	1621	19^	292	203^	50^	256	89^	57^	32^	71^	18^	984	469	515	359	625	339	286	382	244		
SAT	205	97	CA	6	B	3.6	19	316	1392	41^	272	199	27^	186	94^	53^	40^	68^	26^	840	452	387	326	514	284	230	309	205		
					C	3.6	19	316	1392	41^	272	199	27^	186	94^	53^	40^	68^	26^	840	452	387	326	514	284	230	309	205		
MUPPET BABIES II					A	4.5	21	399	1525	26^	323	234	49^	232	88^	62^	26^	73^	15^	883	417	465	337	546	283	263	362	185		
SAT	9.00A	30	CBS	6	B	4.4	20	393	1456	34^	263	205	38^	197	103	67^	36^	83^	20^	893	451	443	361	533	271	262	308	225		
	205	97	CA	6	C	4.4	20	393	1456	34^	263	205	38^	197	103	67^	36^	83^	20^	893	451	443	361	533	271	262	308	225		
MUPPET BABIES III	9.30A	30	CBS	6	A	5.3	21	470	1544	49^	283	220	81^	195	150	101^	49^	94^	56^	916	451	465	326	591	297	293	358	233		
SAT	204	98	CA	6	B	4.8	19	421	1493	47^	264	215	42^	208	122	68^	53^	90	32^	899	486	413	371	528	287	241	309	219		
					C	4.8	19	421	1493	47^	264	215	42^	208	122	68^	53^	90	32^	899	486	413	371	528	287	241	309	219		
MY PET MONSTER	9.00A	30	ABC	5	A	3.7	17	328	1341	52^	157^	136^	94^	171^	255	110^	145^	179^	76^	758	418	340	265	493	293	199	263	230		
SAT	209	99	CA	5	B	3.5	16	312	1392	69^	232	200	60^	161	167	93^	74^	104^	63^	833	416	417	323	510	287	223	245	265		
					C	3.5	16	312	1392	69^	232	200	60^	161	167	93^	74^	104^	63^	833	416	417	323	510	287	223	245	265		
NEW ARCHIES	11.30A	30	NBC	7	A	4.9	18	434	1547	176	372	328	170	220	267	134^	133^	142^	125^	688	353	336	327	361	223	137^	190	170		
SAT	181	92	CA	7	B	4.9	18	430	1484	186	352	304	108	208	280	110	170	152	128	643	329	313	273	370	204	166	177	193		
					C	4.9	18	430	1484	186	352	304	108	208	280	110	170	152	128	643	329	313	273	370	204	166	177	193		
PEE WEE'S PLAYHOUSE	10.00A	30	CBS	6	A	5.9	22	523	1569	88^	294	243	101^	233	203	103^	100^	107^	95^	838	429	410	341	497	273	224	248	249		
SAT	207	99	CL	6	B	5.9	22	518	1522	66	294	244	53^	244	137	66	70	92	45^	847	463	384	354	493	267	225	282	210		
					C	5.9	22	518	1522	66	294	244	53^	244	137	66	70	92	45^	847	463	384	354	493	267	225	282	210		
POPEYE & SON	11.00A	30	CBS	6	A	3.4	13	301	1461	63^	289	222	67^	180^	231	128^	103^	162^	70^	761	482	279	286	475	318	157^	231	244		
SAT	189	92	CA	6	B	3.7	14	328	1506	92^	323	248	77^	242	171	87^	84^	100^	71^	769	466	304	321	448	270	177	237	211		
					C	3.7	14	328	1506	92^	323	248	77^	242	171	87^	84^	100^	71^	769	466	304	321	448	270	177	237	211		
REAL GHOSTBUSTERS	10.30A	30	ABC	3	A	4.7	18	416	1306	149^	370	347	93^	201	230	137^	92^	156	74^	506	305	201	171	335	187	147^	181	153		
SAT	205	97	CA	3	B	4.7	17	419	1520	125	366	318	108	233	256	135	121	153	103	664	351	313	293	371	215	156	175	196		
					C	4.7	17	419	1520	125	366	318	108	233	256	135	121	153	103	664	351	313	293	371	215	156	175	196		
SHURFS I					A	4.3	23	381	1214	108^	306	276	33^	180	158^	81^	77^	103^	55^	569	321	248	253	316	172	144^	175	141^		
CONT'D																														

CONT'D

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE 8.

## PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT. 19-25, 1987

PROGRAM NAME										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
DAY	TIME	DUR	NET	NO. OF	KEY	HOUSEHOLD AUDIENCES			TOT. PERS.	WOMEN		MEN		T E E N S					C H I L D R E N										
						AVG. AUD. %	SH %	AVG. AUD. 0,000		15- 24	18- 49	15- 24	TOTAL	MALE	FEM.	TOT.	TOT.	TOTAL	MALE	FEM.	TOT.	TOT.	MALE	FEM.	TOT.	TOT.			
#STNS	CVG%	TYPE	T/C			%	%		(2+)	24	TOTAL	49	24	TOTAL	17	17	17	14	17	11	11	11	5	11	11	11	8	11	
WEEKEND DAYTIME CHILDREN CONT'D																													
SMURFS I-CONT'D																													
SAT	8.30A	30	NBC	7	B	4.2	23	373	1380	76^	307	256	52^	205	179	90	89^	116	63^	688	364	324	269	419	224	195	208	211	
	206	99	CA	7	C	4.2	23	373	1380	76^	307	256	52^	205	179	90	89^	116	63^	688	364	324	269	419	224	195	208	211	
SMURFS II																													
SAT	9.00A	30	NBC	7	A	5.3	24	470	1277	121^	303	279	76^	193	206	88^	118^	127^	79^	574	298	276	265	309	155	153	197	112^	
	206	99	CA	7	B	5.3	24	471	1382	97	314	257	69^	223	190	87	103	125	65^	656	358	298	280	375	210	165	203	172	
					C	5.3	24	471	1382	97	314	257	69^	223	190	87	103	125	65^	656	358	298	280	375	210	165	203	172	
SMURFS III																													
SAT	9.30A	30	NBC	7	A	6.0	24	532	1502	127	349	331	113^	231	252	120	132	162	91^	670	298	372	298	371	162	209	202	170	
	206	99	CA	7	B	5.9	23	520	1391	116	331	277	82	222	207	107	100	133	74	631	336	295	270	361	195	166	194	167	
					C	5.9	23	520	1391	116	331	277	82	222	207	107	100	133	74	631	336	295	270	361	195	166	194	167	
TEEN WOLF(B)																													
SAT	11.30A	30	CBS		A	2.3	9	204	1519	81^	369	312	30^	174^	322	168^	153^	288^	33^	654	303^	351	240^	414	194^	220^	164^	250^	
	155	72	CA																										

A-CURRENT REPORT B-QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.



FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

## PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT. 19-25, 1987

PROGRAM NAME					KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																						
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. WORK. PERS ING		W O M E N				M E N										T E E N S			CHD			
									(2+)	18+	TOTAL	49	21+	54	TOTAL	24	34	49	21+	49	54	49	54	64	55+	TOT. 12-17	MALE 12-17		TOT. 2-11		
WEEKEND DAYTIME SPORTS CONT'D																															
CBS NFL FOOTBALL GAME 1-CONT'D																															
	2.00 - 2.30				A	15.6	40	1382	1625	215	507	295	490	267	890	112	346	565	850	524	601	453	529	410	249	103	69	124			
	2.30 - 3.00				A	14.8	38	1311	1627	228	522	298	505	274	891	91	352	561	858	527	598	470	541	397	260	105	80	108			
	3.00 - 3.30				A	16.5	40	1462	1601	218	516	307	499	284	885	95	355	564	852	531	601	469	538	395	251	104	82	97			
	3.30 - 4.00				A	16.1	38	1426	1653	238	541	315	522	299	898	97	354	560	866	529	612	463	547	418	254	106	89	109			
	4.00 - 4.30				A	18.3	44	1621	1615	217	566	310	544	292	860	78	296	503	840	483	566	425	508	419	274	88	69	102			
CBS NFL FOOTBALL POST																															
SUN	4.21P 14	CBS	3		A	7.2	18	638	1575	243	533	314	514	303	834	109	318	512	804	482	583	402	503	412	221	118	79	90			
	128 67	SC	3		B	7.0	18	618	1583	245	526	308	510	292	844	95	318	529	806	492	567	434	510	404	239	123	98	90			
					C	7.0	18	618	1583	245	526	308	510	292	844	95	318	529	806	492	567	434	510	404	239	123	98	90			
VARIOUS TEAMS AND TIMES																															
	4.00 - 4.30				A	7.8	19	691	1544	231	509	304	489	295	823	106	321	506	792	475	574	401	499	403	218	126	93	85			
	4.30 5.00				A	6.5	16	576	1553	252	556	317	540	306	802	113	289	486	774	458	561	374	476	408	213	100	47	95			
MCDONALD'S BSKTBALL OPEN(S)																															
SUN	3.30P 160	ABC			A	2.5	6	222	1464	161	467	202	464	188	780	56	250	490	766	476	549	434	507	422	217	118	61	99			
	186 93	SE																													
MILWAUKEE VS USSR																															
	3.30 - 4.00				A	2.1	5	186	1501	152	492	201	490	194	807	94	295	612	768	574	635	518	579	435	133	122	74	80			
	4.00 - 4.30				A	2.3	6	204	1502	214	468	176	467	191	835	113	296	596	808	569	636	484	551	451	172	119	62	80			
	4.30 - 5.00				A	2.7	7	239	1522	191	516	224	516	205	830	46	276	522	822	513	563	476	526	416	259	93	42	83			
	5.00 - 5.30				A	2.6	6	230	1437	144	442	207	442	178	747	28	214	456	745	454	531	428	505	434	215	170	75	79			
	5.30 - 6.00				A	2.4	5	213	1406	122	399	213	389	180	748	33	210	386	743	382	483	353	454	434	260	123	70	136			
	6.00 - 6.30				A	3.3	7	292	1540	144	560	195	558	190	727	7	209	319	727	319	418	312	411	352	309	55	31	198			
NFL LIVE																															
SUN	12.30P 30	NBC	7		A	4.4	14	390	1305	214	430	271	413	227	734	107	331	477	688	431	478	369	416	255	211	86	81	56			
	207 99	SC	7		B	3.9	13	344	1349	188	438	236	425	209	724	124	330	485	672	433	492	361	420	292	180	78	65	109			
					C	3.9	13	344	1349	188	438	236	425	209	724	124	330	485	672	433	492	361	420	292	180	78	65	109			
NFL GAME 1																															
SUN	1.00P 191	NBC	3		A	8.8	22	780	1456	226	477	284	468	257	828	86	301	511	816	500	542	425	467	362	275	52	39	100			
	201 86	SE	3		B	7.8	21	695	1492	224	468	286	451	243	842	101	346	533	810	501	558	432	489	349	253	79	54	104			
					C	7.8	21	695	1492	224	468	286	451	243	842	101	346	533	810	501	558	432	489	349	253	79	54	104			
VARIOUS TEAMS AND TIMES																															
	1.00 - 1.30				A	6.7	19	594	1452	262	464	313	456	260	831	101	332	559	824	552	590	458	496	339	234	54	52	103			
	1.30 - 2.00				A	8.5	22	753	1457	251	493	313	483	291	810	110	326	519	803	513	553	409	450	320	250	51	49	103			
	2.00 - 2.30				A	8.6	22	762	1410	227	474	299	459	269	801	99	304	502	786	487	520	403	436	341	265	53	41	82			
	2.30 - 3.00				A	9.2	23	815	1436	206	468	269	463	252	811	73	293	495	796	480	518	422	460	346	278	59	42	98			
	3.00 - 3.30				A	9.5	23	842	1495	222	486	279	478	248	856	80	303	516	846	506	552	436	481	383	294	56	36	97			
	3.30 - 4.00				A	9.9	24	877	1508	214	483	264	476	243	866	70	285	510	855	498	549	439	490	411	306	43	23	115			
	4.00 - 4.30				A	8.7	21	771	1480	216	479	260	479	239	849	71	260	490	831	472	530	419	477	416	301	48	31	104			
NFL GAME 2																															
					A	11.8	25	1045	1511	236	504	297	492	285	835	69	304	526	824	515	580	457	522	384	244	75	60	97			
CONT'D																															

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE 8.

## PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT. 19-25, 1987

PROGRAM NAME										HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					
										K E Y	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. WORK. PERS. ING		W O M E N				M E N											T E E N S		CHD
DAY	TIME	DUR	NET	NO. OF	T/C	TOT.	WOM.	18-	25-					18	18-	18-	21-	21-	25-	25-	35-	TOT.	MALE	TOT.									
#STNS	CVG%	TYPE				(2+)	18+	TOTAL	49	21+	54	TOTAL	24	34	49	21+	49	54	49	54	64	55+	17	17	11								
WEEKEND DAYTIME SPORTS CONT'D																																	
NFL GAME 2-CONT'D																																	
SUN	4.13P	183	NBC	3	B	12.5	27	1105	1568	231	517	300	502	282	866	109	321	548	825	506	582	439	514	411	243	97	72	89					
	201	93	SE	3	C	12.5	27	1105	1568	231	517	300	502	282	866	109	321	548	825	506	582	439	514	411	243	97	72	89					
KANSAS CITY VS SAN DIEGO																																	
SEATTLE VS LA RAIDERS																																	
	4.00 - 4.30				A	7.8	19	691	1542	216	512	316	504	306	846	52^	304	521	833	508	576	469	537	400	257	72^	56^	113					
	4.30 - 5.00				A	10.7	26	948	1560	221	490	307	476	291	877	80	331	562	858	543	600	482	540	396	257	77	66^	115					
	5.00 - 5.30				A	12.2	29	1081	1481	228	467	278	457	279	855	75	312	530	842	518	572	456	510	385	270	55^	41^	104					
	5.30 - 6.00				A	12.8	29	1134	1483	246	502	298	492	297	832	64	289	521	828	516	585	457	525	399	243	63	50^	85					
	6.00 - 6.30				A	12.8	26	1134	1478	243	508	309	491	286	812	65	294	516	807	511	574	451	514	371	232	83	66	76					
	6.30 - 7.00				A	12.7	24	1125	1501	238	521	290	506	267	820	75	308	522	809	511	581	447	517	367	228	83	69	76					
	7.00 - 7.30				A	12.1	21	1072	1610	253	564	302	558	282	787	55^	283	489	773	475	558	434	517	369	216	112	87	148					
WORLD SERIES PRE GAME #6(S)																																	
SAT	3.35P	21	ABC		A	9.6	27	851	1478	143	543	203	531	195	747	96	267	394	719	365	422	298	355	264	296	79	58^	109					
	211	99	SC																														
WORLD SERIES GAME #6(S)																																	
					A	20.9	47	1852	1572	184	615	269	600	270	788	88	254	412	754	378	431	324	377	333	323	74	46	94					

FOR EXPLANATION OF SYMBOLS, SEE PAGE 8.



# PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT. 19-25, 1987

PROGRAM NAME TIME DUR NET #STNS CVG% TYPE T/C										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			TEENS TOT. 12- 17	
											AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. WORK PERS ING WOM. (2+) 18+	W O M E N								M E N											
														18-	18	25-	25-	35		18-	18-	21-	25-	25-	35-									
														TOTAL	34	49	21+	49	54	64	55+	TOTAL	34	49	21+	49	49	54	64	55+				
KEND DAYTIME OTHER																																		
INNESS WORLD										A	1.6	5	142	1079	134^	388^	125^	128^	388^	117^	117^	103^	260^	598	234^	385^	598	385^	324^	336^	238^	202^	56^	
12.30P										B	1.6	6	144	1274	167^	571	116^	248	568	223	240	258	306	564	138^	319	555	310	277	315	277	207^	67^	
118										C	1.6	6	144	1274	167^	571	116^	248	568	223	240	258	306	564	138^	319	555	310	277	315	277	207^	67^	
THE NATION										A	2.6	9	230	1360	215^	723	149^	235^	723	199^	235^	231^	452	504	81^	173^	498	166^	146^	164^	223^	313	30^	
10.30A										B	2.6	9	227	1333	222	693	123^	243	685	212	275	281	387	554	116^	236	547	229	202	233	239	288	23^	
129										C	2.6	9	227	1333	222	693	123^	243	685	212	275	281	387	554	116^	236	547	229	202	233	239	288	23^	
THE PRESS										A	1.8	6	159	1257	284^	676	99^	194^	674	191^	283^	307^	390^	469	112^	177^	440	148^	135^	171^	150^	257^	69^	
9.30A										B	1.7	7	154	1296	215^	688	169^	233	676	191^	258	253	388	488	125^	209^	471	192^	177^	220	224	236	39^	
132										C	1.7	7	154	1296	215^	688	169^	233	676	191^	258	253	388	488	125^	209^	471	192^	177^	220	224	236	39^	
DAY MORNING										A	4.2	15	372	1400	233	709	171	299	698	262	313	303	359	570	85^	283	570	283	261	328	327	220	14^	
9.00A										B	4.4	18	386	1333	226	685	139	251	678	224	293	291	365	549	131	269	548	268	242	287	270	236	22^	
177										C	4.4	18	386	1333	226	685	139	251	678	224	293	291	365	549	131	269	548	268	242	287	270	236	22^	
9.00 - 9.30										A	3.6	14	319	1399	220	715	130^	276	706	248	301	332	386	529	32^	238	529	238	238	292	339	238	20^	
9.30 - 10.00										A	4.3	16	381	1374	231	725	191	307	713	262	321	303	359	535	61^	260	535	260	244	312	325	208	7^	
10.00 - 10.30										A	4.8	17	425	1395	240	675	181	303	664	266	308	275	331	620	146^	332	620	332	288	363	314	213	16^	
AY TODAY										A	2.2	10	195	1346	222^	638	115^	264^	634	243^	312^	345	304^	487	123^	255^	487	255^	218^	291^	260^	159^	21^	
IN										G	B	1.6	9	142	1353	229^	629	162^	271	624	231^	301	293	288	534	154^	285	534	285	256	311	271	194^	45^
8.00A										6	C	1.6	9	142	1353	229^	629	162^	271	624	231^	301	293	288	534	154^	285	534	285	256	311	271	194^	45^
122										A	1.8	9	159	1240	175^	616	58^	219^	609	212^	288^	353^	321^	409	74^	194^	409	194^	169^	238^	226^	146^	<<	
8.30 - 9.00										A	2.3	10	204	1311	206^	607	74^	239^	607	227^	294^	359	301^	500	75^	260^	500	260^	246^	350	318	137^	30^	
9.00 - 9.30										A	2.5	10	222	1456	271^	682	193^	321	676	279^	345	328	295	530	204^	294	530	294	226^	274^	231^	188^	28^	
5 WEEK-DAVID BRINKLEY										A	3.6	12	319	1200	155^	628	61^	111^	613	89^	127^	240	479	538	96^	196^	519	177^	169^	203	197^	308	19^	
11.30A										B	3.3	11	288	1364	164	714	88^	175	700	143	188	281	494	547	124	228	536	217	179	218	195	280	37^	
198										C	3.3	11	288	1364	164	714	88^	175	700	143	188	281	494	547	124	228	536	217	179	218	195	280	37^	
11.30 - 12.00										A	3.6	12	319	1137	137^	587	52^	92^	579	79^	117^	221	457	524	73^	188^	508	172^	169^	197^	211	308	20^	
12.00 - 12.30										A	3.6	12	319	1263	174^	669	69^	130^	647	99^	137^	258	500	552	118^	205	529	183^	169^	208	183^	308	17^	

A-2 **Nielsen NATIONAL TV AUDIENCE ESTIMATES**

**EVE. MON. OCT. 19, 1987**

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	60.4	61.7	61.8	63.0	64.0	65.9	66.5	67.8	67.4	67.5	66.7	66.2	64.0	62.7	60.9	58.2

**ABC TV**

AVERAGE AUDIENCE  
(Hhlds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

← MACGYVER (PAE) →				← NFL MONDAY NIGHT FOOTBALL WASHINGTON VS DALLAS (8:00-12:05) (PAE) →			
11,520				15,330			
13.0	11.9 *			14.2 *	17.3	17.5 *	19.8 *
20	19 *			22 *	29	27 *	30 *
11.6	12.3	13.8		14.5	16.9	18.1	20.1

**CBS TV**

AVERAGE AUDIENCE  
(Hhlds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

FRANK'S PLACE		KATE & ALLIE		NEWHART		DESIGNING WOMEN (PAE)		← CAGNEY & LACEY (PAE) →	
12,050		14,350		14,970		13,640		11,080	
13.6		16.2		16.9		15.4		12.5	12.5 *
21		24		25		23		20	20 *
13.4	13.8	15.7	16.8	16.4	17.4	15.4	15.4	12.7	12.4

**NBC TV**

AVERAGE AUDIENCE  
(Hhlds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

ALF		VALERIE'S FAMILY		← NBC MONDAY NIGHT MOVIES STRANGE VOICES →			
15,680		14,350		18,610			
17.7		16.2		21.0	20.0 *	21.3 *	21.5 *
27		24		33	29 *	32 *	34 *
17.0	18.3	15.9	16.6	19.6	20.4	21.2	21.4

**INDEPENDENTS  
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE	14.3	13.5	11.6	11.1	10.5	10.5	8.8	8.0
SHARE AUDIENCE %	23	22	18	17	16	16	14	13

**SUPERSTATIONS**

AVERAGE AUDIENCE	3.3	2.9	2.6	2.4	2.3	2.1	1.9	1.7
SHARE AUDIENCE %	5	5	4	4	3	3	3	3

**PBS**

AVERAGE AUDIENCE	2.4	3.4	3.4	3.3	2.2	2.1	1.9	1.6
SHARE AUDIENCE %	4	5	5	5	3	3	3	3

**CABLE ORIG.**

AVERAGE AUDIENCE	4.8	5.6	6.0	6.4	4.6	4.2	4.1	3.8
SHARE AUDIENCE %	8	9	9	10	7	6	6	6

**PAY SERVICES**

AVERAGE AUDIENCE	2.5	2.2	3.4	3.5	3.3	2.5	2.7	2.8
SHARE AUDIENCE %	4	4	5	5	5	4	4	5

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

A-4 **Nielsen NATIONAL TV AUDIENCE ESTIMATES**
**EVE. TUE. OCT. 20, 1987**

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	58.3	59.8	60.6	62.7	64.1	64.9	66.4	67.3	65.7	65.3	65.9	65.1	62.6	61.0	58.9	56.6

**ABC TV**

AVERAGE AUDIENCE  
(Hhlds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{  
%  
%

(1)

WORLD SERIES GAME #3  
MINNESOTA VS. ST. LOUIS  
(8:23-11:22)(PAE)

15,240	22,060															
17.2	24.9			20.9 *			25.0 *		26.1 *		27.0 *		26.9 *			
28	40			32 *			39 *		40 *		43 *		44 *			
16.8	18.4	20.0	21.8	24.8	25.1	25.7	26.5	27.0	26.9	26.8	26.9					

**CBS TV**

AVERAGE AUDIENCE  
(Hhlds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{  
%  
%

← HOUSTON KNIGHTS → ← JAKE AND THE FATMAN (PAE) → ← LAW & HARRY MCGRAW →

9,300				11,520				9,480								
10.5	10.2 *		10.7 *	13.0	12.8 *		13.2 *	10.7	10.8 *		10.6 *					
16	16 *		16 *	20	20 *		20 *	18	18 *		18 *					
10.1	10.3	10.6	10.9	12.6	13.1	13.5	12.9	10.9	10.7	10.5	10.7					

**NBC TV**

AVERAGE AUDIENCE  
(Hhlds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{  
%  
%

← MATLOCK → ← J.J. STARBUCK → ← CRIME STORY →

16,570				10,900				9,660								
18.7	18.0 *		19.4 *	12.3	12.5 *		12.0 *	10.9	11.1 *		10.7 *					
28	28 *		29 *	19	19 *		18 *	18	18 *		19 *					
17.4	18.5	19.7	19.1	13.1	12.0	11.8	12.1	11.0	11.1	10.9	10.6					

**INDEPENDENTS  
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE	13.6	13.3	10.8	11.0	11.3	11.1	11.6	10.1
SHARE AUDIENCE %	23	22	17	16	17	17	19	18

**SUPERSTATIONS**

AVERAGE AUDIENCE	3.5	3.1	3.1	2.9	2.4	2.6	2.7	2.8
SHARE AUDIENCE %	6	5	5	4	4	4	4	5

**PBS**

AVERAGE AUDIENCE	2.1	2.9	2.9	2.7	2.7	2.8	2.1	1.8
SHARE AUDIENCE %	4	5	4	4	4	4	3	3

**CABLE ORIG.**

AVERAGE AUDIENCE	4.7	5.3	5.2	4.3	4.2	4.3	4.7	3.6
SHARE AUDIENCE %	8	9	8	6	6	7	8	6

**PAY SERVICES**

AVERAGE AUDIENCE	1.8	2.1	3.5	4.2	4.5	3.9	2.8	2.3
SHARE AUDIENCE %	3	3	5	6	7	6	5	4

U.S. TV HOUSEHOLDS: 88,600,000

(1) WORLD SERIES PRE GAME #3, (PAE), ABC, (8:00-8:23), (S)

For explanation of symbols, See page B.

A-6 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE.WED. OCT.21, 1987

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	56.7	57.9	59.1	60.7	61.2	62.9	64.1	65.2	65.2	65.2	65.8	65.9	63.6	62.1	60.0	57.9
<b>ABC TV</b>					(1)											
AVERAGE AUDIENCE (Hhlds (000) & %)					14,000	21,090										
SHARE AUDIENCE					15.8	23.8		21.1 *		24.7 *		26.3 *		26.1 *		24.6 *
AVG. AUD. BY 1/4 HR					27	38		34 *		38 *		40 *		41 *		40 *
					15.7	17.6	20.0	22.2	24.4	24.9	25.6	28.9	26.6	25.5	24.5	24.8

WORLD SERIES GAME #4  
MINNESOTA VS ST. LOUIS  
(8:18-11:30)(PAE)

← OLDEST ROOKIE →

SPECIAL MOVIE PRSNT-WED  
SADIE AND SON  
(PAE)

**CBS TV**

AVERAGE AUDIENCE  
(Hhlds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{  
%  
%

10,720				13,730												
12.1	12.0 *			12.3 *	15.5	14.7 *		15.6 *		16.0 *		15.7 *				
19	19 *			19 *	25	23 *		24 *		26 *		27 *				
11.8	12.2	12.1	12.5	14.5	15.0	15.4	15.8	16.2	15.7	16.0	15.3					

← HIGHWAY TO HEAVEN →

← A YEAR IN THE LIFE →

← ST. ELSEWHERE →

**NBC TV**

AVERAGE AUDIENCE  
(Hhlds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{  
%  
%

13,200				10,900				10,280								
14.9	14.4 "			15.5 *	12.3	12.2 *		12.4 *	11.6	11.9 *		11.3 *				
23	23 "			24 *	19	19 *		19 *	19	19 *		19 *				
14.0	14.8	15.4	15.5	12.2	12.1	12.5	12.3	11.8	12.0	11.4	11.2					

**INDEPENDENTS**  
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	14.6		14.3		11.6		11.8		11.3		11.0		9.2		7.8	
SHARE AUDIENCE %	25		24		19		18		17		17		15		13	

**SUPERSTATIONS**

AVERAGE AUDIENCE	3.6		3.3		3.0		3.1		2.6		2.9		2.6		2.5	
SHARE AUDIENCE %	6		6		5		5		4		4		4		4	

**PBS**

AVERAGE AUDIENCE	1.5		2.0		2.3		1.9		1.3		1.3		1.5		1.3	
SHARE AUDIENCE %	3		3		4		3		2		2		2		2	

**CABLE ORIG.**

AVERAGE AUDIENCE	4.5		4.6		4.8		4.5		4.7		4.6		3.9		3.5	
SHARE AUDIENCE %	8		8		8		7		7		7		6		6	

**PAY SERVICES**

AVERAGE AUDIENCE	2.1		2.2		2.9		3.1		3.9		3.3		2.9		2.5	
SHARE AUDIENCE %	4		4		5		5		6		5		5		4	

U.S. TV HOUSEHOLDS: 88,600,000  
(1) WORLD SERIES PRE GAME #4,(PAE),ABC,(8:00-8:18),(5)

For explanation of symbols, See page B.



A-8 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE. THU. OCT. 22, 1987

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	57.5	59.2	59.7	61.2	62.7	64.5	65.6	67.3	67.1	66.2	65.7	65.5	64.9	64.1	62.4	59.2
ABC TV																
AVERAGE AUDIENCE (Hhds (000) & %)																
SHARE AUDIENCE %																
AVG. AUD. BY 1/4 HR																

PRES. REAGAN'S NEWS CONF. (SUS)

WORLD SERIES GAME #5 MINNESOTA VS ST. LOUIS (8:38-12:05)(PAE)

20,730																
23.4	18.5 *															
38	29 *															
16.4	19.5	22.1														

CBS TV

AVERAGE AUDIENCE (Hhds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR

REAGAN NEWS CONF. - CBS (SUS)

(1)

← WISEGUY →  
(9:43-10:43)(PAE)

(2)

7,270																
8.2	7.3 *															
12	11 *															
7.8	7.3	8.2														

NBC TV

AVERAGE AUDIENCE (Hhds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR

REAGAN NEWS CONF. - NBC (SUS)

(3)

(4)

CHEERS (9:38-10:08)(PAE)

(5)

L.A. LAW (10:38-11:38)(PAE)

21,440																
24.2																
36																
20.8	24.6	23.2	23.5	22.2	22.9	20.9	21.1	17.1	17.3							

INDEPENDENTS (INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	13.9	12.7	12.4	11.8	9.8	9.4	7.8	7.2
SHARE AUDIENCE %	24	21	19	18	15	14	12	12

SUPERSTATIONS

AVERAGE AUDIENCE	3.8	3.0	3.3	3.3	2.5	2.6	2.1	2.0
SHARE AUDIENCE %	7	5	5	5	4	4	3	3

PBS

AVERAGE AUDIENCE	2.0	2.3	2.7	1.9	2.0	2.1	1.4	1.3
SHARE AUDIENCE %	3	4	4	3	3	3	2	2

CABLE ORIG.

AVERAGE AUDIENCE	4.1	4.8	5.6	5.5	4.7	4.7	4.3	3.7
SHARE AUDIENCE %	7	8	9	8	7	7	7	6

PAY SERVICES

AVERAGE AUDIENCE	2.4	2.7	3.5	3.1	2.5	2.5	2.3	2.1
SHARE AUDIENCE %	4	4	6	5	4	4	4	3

U.S. TV HOUSEHOLDS: 88,600,000  
(1) SURVIVAL ANGLIA: ROCK DWLR, ROCK DWELL (NG PREDATORS, (PAE), CBS, (8:43-9:43), (S)  
(2) KNOTS LANDING, (PAE), CBS, (10:43-11:43)  
(3) BILL COSBY SHOW, (PAE), NBC, (8:38-9:08)  
(4) A DIFFERENT WORLD, (PAE), NBC, (9:08-9:38)  
(5) NIGHT COURT, (PAE), NBC, (10:08-10:38)

For explanation of symbols, See page 8.

A-10 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE. FRI. OCT. 23, 1987

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	50.1	52.1	52.7	54.4	55.0	56.6	57.5	58.7	59.1	59.1	59.4	58.9	55.4	53.9	52.2	50.0

ABC MOVIE SPECIAL THE FLAMINGO KID (PAE)

20/20 (PAE)

CBS TV	CHARLIE BROWN - GRT. BUMPKIN (R)	GARFIELD'S HALLOWEEN (R)	DALLAS (PAE)	FALCON CREST
AVERAGE AUDIENCE (Hhlds (000) & %)	12,670	14,440	16,130	13,200
SHARE AUDIENCE %	14.3	16.3	18.2	17.6 *
AVG. AUD. BY 1/4 HR	26	28	31	30 *
	13.8	14.8	15.7	16.9
			17.2	18.0
			18.8	18.9
				15.1
				14.9
				14.8
				14.7

NBC TV	RAGS TO RICHES	MIAMI VICE	PRIVATE EYE
AVERAGE AUDIENCE (Hhlds (000) & %)	9,210	11,870	9,570
SHARE AUDIENCE %	10.4	10.5 *	10.2 *
AVG. AUD. BY 1/4 HR	18	19 *	18 *
	10.4	10.5	10.1
		10.3	12.5
		13.3	14.2
		13.6	11.3
			11.0
			10.5
			10.4

INDEPENDENTS  
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	13.6	12.8	11.7	11.7	11.3	10.4	9.1	8.1
SHARE AUDIENCE %	27	24	21	20	19	18	17	16

## SUPERSTATIONS

AVERAGE AUDIENCE	3.5	2.7	2.4	2.5	2.2	2.0	1.7	1.4
SHARE AUDIENCE %	7	5	4	4	4	3	3	3

## PBS

AVERAGE AUDIENCE	2.1	2.6	3.7	4.1	2.9	2.7	1.9	1.6
SHARE AUDIENCE %	4	5	7	7	5	5	3	3

## CABLE ORIG.

AVERAGE AUDIENCE	4.6	5.2	5.6	6.5	5.3	5.2	4.8	4.1
SHARE AUDIENCE %	9	10	10	11	9	9	9	8

## PAY SERVICES

AVERAGE AUDIENCE	2.1	2.0	3.5	3.9	4.3	3.8	4.2	4.3
SHARE AUDIENCE %	4	4	6	7	7	6	8	8

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

A-12 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE. SAT. OCT. 24, 1987

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	53.0	53.8	51.1	51.4	53.8	54.1	54.8	55.8	56.3	57.0	56.0	56.2	53.1	51.9	50.8	50.5	47.2	43.7

## ABC TV

AVERAGE AUDIENCE  
(Hhids (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

WORLD SERIES 6  
ST. LOUIS VS  
MINNESOTA  
(3:56-7:18)

	OHARA SPECIAL	ALL STAR GALA (PAE)	HOTEL (PAE)
AVERAGE AUDIENCE	10,100	6,910	8,150
(Hhids (000) & %)	11.4	10.9 *	11.8 *
SHARE AUDIENCE	21	20 *	21 *
AVG. AUD. BY 1/4 HR	10.2	11.7	12.0

## CBS TV

AVERAGE AUDIENCE  
(Hhids (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

	MY SISTER SAM	EVERYTHING'S RELATIVE	LEG WORK (PAE)	WEST 57TH
AVERAGE AUDIENCE	5,140	4,160	5,670	5,320
(Hhids (000) & %)	5.8	4.7	6.4	5.9 *
SHARE AUDIENCE	11	8	11	12 *
AVG. AUD. BY 1/4 HR	5.8	5.7	6.1	6.8

## NBC TV

AVERAGE AUDIENCE  
(Hhids (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

	FACTS OF LIFE	227	GOLDEN GIRLS	AMEN	HUNTER
AVERAGE AUDIENCE	12,850	15,510	21,350	17,900	16,210
(Hhids (000) & %)	14.5	17.5	24.1	20.2	18.3
SHARE AUDIENCE	27	32	42	36	35 *
AVG. AUD. BY 1/4 HR	13.6	15.3	16.8	18.2	18.4

INDEPENDENTS  
(INCL. SUPERSTATIONS)

	10.9	12.5	9.7	9.0	8.9	9.3	8.9	8.0	7.9
AVERAGE AUDIENCE	20	24	18	16	16	17	17	16	17
SHARE AUDIENCE %									

## SUPERSTATIONS

	2.9	3.0	2.3	1.8	2.0	2.1	1.3	1.3	1.6
AVERAGE AUDIENCE	5	6	4	3	4	4	2	3	4
SHARE AUDIENCE %									

## PBS

	1.6	2.4	2.7	3.1	2.6	2.6	2.7	2.4	2.0
AVERAGE AUDIENCE	3	5	5	6	5	5	5	5	4
SHARE AUDIENCE %									

## CABLE ORIG.

	4.0	6.1	7.5	7.6	7.6	8.0	7.4	6.1	4.0
AVERAGE AUDIENCE	7	12	14	14	13	14	14	12	9
SHARE AUDIENCE %									

## PAY SERVICES

	3.1	3.1	4.3	4.8	5.2	4.7	3.8	3.6	3.8
AVERAGE AUDIENCE	6	6	8	9	9	8	7	7	8
SHARE AUDIENCE %									

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

A-14 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE. SAT. OCT. 24, 1987

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
HUT	38.4	35.9	33.0	31.2	28.2	25.4	22.1	20.4	18.2	16.2	14.4	13.4	12.5	11.4
ABC TV	(1)													
AVERAGE AUDIENCE (Hhds (000) & %)	{ 1,770													
SHARE AUDIENCE %	{ 2.0													
AVG. AUD. BY 1/4 HR	{ 6													
	{ 2.0													

## CBS TV

AVERAGE AUDIENCE (Hhds (000) & %)  
 SHARE AUDIENCE %  
 AVG. AUD. BY 1/4 HR

## NBC TV

AVERAGE AUDIENCE (Hhds (000) & %)  
 SHARE AUDIENCE %  
 AVG. AUD. BY 1/4 HR

(11:30-12:51)(PAE) (PAE)

8,420  
 9.5 10.7 \* 9.7 \*  
 29 29 \* 31 \*  
 11.1 10.4 9.8 9.5 8.0

## INDEPENDENTS (INCL. SUPERSTATIONS)

AVERAGE AUDIENCE 7.1 5.8 5.5 4.6 3.3 3.0 2.8  
 SHARE AUDIENCE % 19 18 21 22 19 22 23

## SUPERSTATIONS

AVERAGE AUDIENCE 1.8 2.0 2.1 1.6 0.8 0.6 0.4  
 SHARE AUDIENCE % 5 6 8 8 5 4 3

## PBS

AVERAGE AUDIENCE 1.4 0.6 0.3 0.3 0.2 0.2 0.2  
 SHARE AUDIENCE % 4 2 1 1 1 1 2

## CABLE ORIG.

AVERAGE AUDIENCE 4.0 3.2 2.6 2.5 2.2 1.9 2.0  
 SHARE AUDIENCE % 11 10 10 12 13 14 17

## PAY SERVICES

AVERAGE AUDIENCE 3.9 4.2 4.3 3.4 3.4 3.3 2.6  
 SHARE AUDIENCE % 10 13 16 16 20 24 22

U.S. TV HOUSEHOLDS: 88,600,000  
 (1) ABC WEEKEND REPORT-SAT., ABC, (11:30-11:45)

For explanation of symbols, See page B.



TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	61.8	63.8	65.3	67.1	68.8	70.6	71.8	71.7	70.0	68.9	68.1	66.8	65.0	63.5	61.8	58.7	52.6	48.0
<b>ABC TV</b>	<div> DISNEY SUNDAY MOVIE THE SHAGGY DOG PT.2 (A) </div> <div> WORLD SERIES GAME #7 ST. LOUIS VS MINNESOTA (8:16-11:43)(PAE) </div>																	
AVERAGE AUDIENCE (Hhlds (000) & %)	{ 10,810				17,100	28,880												
SHARE AUDIENCE %	12.2	11.2 *		13.1 *	19.3	32.6		28.3		33.6		34.2 *		35.4 *		35.5 *		34.6
AVG. AUD. BY 1/4 HR	% 20	18		21	30	50		41		48		49		52		54		59
	% 10.7	11.7	12.7	13.5	19.1	23.4	27.0	29.6	33.3	34.0	34.0	34.4	35.6	35.3	36.5	34.4	33.9	35.2

		← 60 MINUTES ←		← MURDER, SHE WROTE →				← CBS SUNDAY MOVIE →				← FAMILY SINS →				(2)	
CBS TV																	
AVERAGE AUDIENCE		{ 19,760				15,590				11,430						3,100	
(Hhlds (000) & %)		{ 22.3 21.8 *		23.0 *		17.6 17.2 *		18.1 *		12.9 13.2 *		12.9 *		13.2 *		12.4 * 3.5	
SHARE AUDIENCE		{ % 35 35 *		35 *		25 25 *		25 *		20 19 *		19 *		21 *		21 * 7	
AVG. AUD. BY 1/4 HR		{ % 20.2 23.0 23.3		22.6		17.1 17.3 17.9		18.3		13.0 13.4 13.1		12.8 13.3		13.0 12.9		12.0 3.5	

NBC TV		←OUR HOUSE→ (7:14-8:14)(PAE)				(3)	(4)	NBC SUNDAY NIGHT MOVIE BAY COVEN (9:14-11:14)(PAE)								
AVERAGE AUDIENCE (Hhlds (000) & %)	{	10,370				15,420		14,710		12,230						
SHARE AUDIENCE	%	11.7	9.6 *		11.1 *	17.4		16.6		13.8	14.6 *		13.9 *		13.5 *	13.7 *
AVG. AUD. BY 1/4 HR	%	18	15 *		17	25		23		22	21 *		20 *		21 *	22 *
	%	9.2	9.7	10.6	11.6	15.3	16.9	15.5	15.7	16.1	14.5	14.0	13.8	13.4	13.6	13.5

### INDEPENDENTS (INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	12.0		11.6		10.6		9.6		8.9		8.8		6.2		5.7		3.6
SHARE AUDIENCE %	19		18		15		13		13		13		10		9		7

### SUPERSTATIONS

AVERAGE AUDIENCE	3.4		3.3		3.7		3.2		2.4		2.5		2.2		2.0		0.7 *
SHARE AUDIENCE %	5		5		5		4		3		4		3		3		1 *

### PBS

AVERAGE AUDIENCE	1.7		1.6		2.4		2.6		1.6		1.8		1.5		1.1		1.0
SHARE AUDIENCE %	3		2		3		4		2		3		2		2		2

### CABLE ORIG.

AVERAGE AUDIENCE	3.6		3.5		2.9		2.9		3.8		4.1		2.8		1.8		1.7
SHARE AUDIENCE %	6		5		4		4		5		6		4		3		3

### PAY SERVICES

AVERAGE AUDIENCE	3.7		3.3		3.8		3.3		3.5		3.5		3.0		2.0		1.6
SHARE AUDIENCE %	6		5		5		5		5		5		5		3		3

U.S. TV HOUSEHOLDS: 88,600,000  
 (1) WORLD SERIES PRE GAME #7, (PAE), ABC, (8:00-8:16), (S)  
 (2) CBS SUNDAY NEWS-OSGOOD, CBS, (11:00-11:15)  
 (3) FAMILY TIES, (PAE), NBC, (8:14-8:44)  
 (4) MY TWO DAD'S, (PAE), NBC, (8:44-9:14)

For explanation of symbols, See page B.

A-18 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. OCT.25, 1987

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45				
HUT	40.2	32.2	26.3	22.5	18.9	16.3	13.9	12.4	10.6	9.6	9.0	8.1	7.4	6.7				

## ABC TV

AVERAGE AUDIENCE {  
 (Hhlds (000) & %) {  
 SHARE AUDIENCE %  
 AVG. AUD. BY 1/4 HR %

(1)

(2)

## CBS TV

AVERAGE AUDIENCE {  
 (Hhlds (000) & %) {  
 SHARE AUDIENCE %  
 AVG. AUD. BY 1/4 HR %

## NBC TV

(3)

AVERAGE AUDIENCE {  
 (Hhlds (000) & %) {  
 SHARE AUDIENCE %  
 AVG. AUD. BY 1/4 HR %

1,330  
 1.5  
 6  
 1.4

INDEPENDENTS  
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	3.7	3.6	3.2	2.3	1.6	1.3	1.3
SHARE AUDIENCE %	10	15	18	17	16	15	19

## SUPERSTATIONS

AVERAGE AUDIENCE	0.8	1.0	1.0	0.7 ^	0.7 ^	0.5 ^	0.5 ^
SHARE AUDIENCE %	2	4	6	5 ^	7 ^	6 ^	7 ^

## PBS

AVERAGE AUDIENCE	1.3	0.8	0.4 ^	0.1 v	0.2 ^	0.1 v	0.1 v
SHARE AUDIENCE %	4	3	2 ^	1 v	2 ^	1 y	1 v

## CABLE ORIG.

AVERAGE AUDIENCE	2.0	1.5	1.5	1.3	0.9	0.9	0.8
SHARE AUDIENCE %	6	6	9	10	9	11	11

## PAY SERVICES

AVERAGE AUDIENCE	2.0	2.2	1.8	1.6	1.5	1.4	1.4
SHARE AUDIENCE %	6	9	10	12	15	16	20

U.S. TV HOUSEHOLDS: 88,600,000  
 (1) WORLD SERIES GAME #7, ST. LOUIS VS MINNESOTA, ABC, (8:16-11:43), (5)  
 (2) ABC WEEKEND REPORT-SUN., ABC, (12:27-12:42)  
 (3) G MICHAELS SPORTS MACHINE, (PAE), NBC, (11:44-11:59)

For explanation of symbols, See page B.

A-20 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. OCT. 19-23, 1987

TIME	6:00	6:15	6:30	6:45	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15
HUT	6.7	8.4	10.7	12.9	15.6	17.9	19.6	20.2	20.6	20.9	21.0	21.0	21.4	21.7	21.9	21.8	21.1	21.2
ABC TV	(PAE)	(1)	(PAE)	(2)	GOOD MORNING AMERICA-730 (CO-OP) (PARTICIPATING) (PAE)				GOOD MORNING AMERICA-830 (CO-OP) (PARTICIPATING) (PAE)				(PAE)			(PAE)		(PAE)
AVERAGE AUDIENCE (Hhds (000) & %)	{	1,100		1,980			4,180				4,310							
SHARE AUDIENCE	%	14		17			4.7				4.9							
AVG. AUD. BY 1/4 HR	%	1.2		2.2			4.8	4.7			4.9	4.9						

CBS TV		CBS MORNING NEWS- 6:30AM		CBS MORNING NEWS- 7:00AM		MORNING PROGRAM (PAE)						(PAE)		\$25,000 PYRAMID	
AVERAGE AUDIENCE (Hhds (000) & %)	{	1,030		1,720		1,690		1.9	*		1.8	*	2.0	*	2,760
SHARE AUDIENCE	%	12		11		9		9	*		9	*	10	*	3.1
AVG. AUD. BY 1/4 HR	%	1.2	1.2	1.9	1.9	1.9	1.8	1.9	1.8	2.0	2.1			15	3.3

NBC TV		NBC NEWS AT SUNRISE (PAE)		TODAY SHOW-7:30AM (CO-OP) (PARTICIPATING) (PAE)		TODAY SHOW-8:30AM (CO-OP) (PARTICIPATING) (PAE)		(PAE)		SALE OF THE CENTURY	
AVERAGE AUDIENCE (Hhds (000) & %)	{	1,860		4,020		3,790				2,530	
SHARE AUDIENCE	%	2.1		4.5		4.3				2.9	
AVG. AUD. BY 1/4 HR	%	1.7	2.4	4.7	4.4	4.4	4.2			2.7	3.0

INDEPENDENTS  
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	1.3	2.8	4.7	5.5	5.3	5.0	4.4	4.1	4.4
SHARE AUDIENCE %	17	24	28	28	25	24	20	19	21

## SUPERSTATIONS

AVERAGE AUDIENCE	0.5	1.1	1.3	1.3	1.3	1.2	1.1	1.1	1.1
SHARE AUDIENCE %	6	9	8	8	6	6	5	5	5

## PBS

AVERAGE AUDIENCE	<<	0.1	0.2	0.6	0.9	1.1	1.2	1.4	1.1
SHARE AUDIENCE %	<<	1	1	3	4	5	6	6	5

## CABLE ORIG.

AVERAGE AUDIENCE	0.9	1.2	1.6	1.9	2.0	2.1	2.2	2.3	2.5
SHARE AUDIENCE %	12	10	10	9	9	10	10	11	12

## PAY SERVICES

AVERAGE AUDIENCE	0.6	0.7	0.9	1.2	1.2	1.1	1.1	1.0	1.0
SHARE AUDIENCE %	8	6	5	6	6	5	5	5	5

U.S. TV HOUSEHOLDS: 88,600,000  
(1) ABC WORLD NEWS-MORN-615A,ABC,(6:15-6:30)  
(2) ABC WORLD NEWS-MORN-645A,ABC,(6:45-7:00)

For explanation of symbols, See page B.

A-22 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. OCT. 19-23, 1987

TIME	10:30	10:45	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
HUT	21.1	21.2	21.4	21.9	22.1	22.8	24.2	25.2	26.0	27.1	28.4	28.9	28.3	28.6	27.7	27.8	27.8	28.2
<b>ABC TV</b>			WHO'S THE BOSS? M-F		MR. BELVEDERE (PAE)		RYAN'S HOPE (PAE)		LOVING		ALL MY CHILDREN		ONE LIFE TO LIVE (PAE)					
AVERAGE AUDIENCE (Hhds (000) & %)			3,070		2,410		2,690		3,700		6,750		6,610					
SHARE AUDIENCE %			3.5		2.7		3.0		4.2		7.6		7.3		7.9		7.2	7.7
AVG. AUD. BY 1/4 HR			16		12		12		16		27		25		28		28	27
			3.4	3.6	2.7	2.8	3.0	3.0	4.0	4.3	7.0	7.5	7.9	8.0	7.0	7.3	7.6	7.7

<b>CBS TV</b>		NEW CARD SHARKS	PRICE IS RIGHT 1	PRICE IS RIGHT 2 (PAE)	(PAE)	←YOUNG AND THE RESTLESS→	BOLD AND THE BEAUTIFUL	←AS THE WORLD TURNS (PAE)→
AVERAGE AUDIENCE (Hhds (000) & %)		2,660	4,310	5,530		6,570	4,380	5,370
SHARE AUDIENCE %		3.0	4.9	6.2		7.4	7.1	6.1
AVG. AUD. BY 1/4 HR		14	22	28		28	29	22
		3.0	3.1	4.6	5.2	6.0	6.4	5.9
						6.9	7.4	7.8
						7.7	7.7	7.7
						4.9	4.9	5.0
						5.9	6.1	6.1
						6.1	6.1	6.1

<b>NBC TV</b>		CLASSIC CONCENTRATION (PAE)	WHEEL OF FORTUNE	WIN, LOSE OR DRAW (PAE)	SUPER PASSWORD (PAE)	SCRABBLE	←DAYS OF OUR LIVES→	←ANOTHER WORLD (PAE)→
AVERAGE AUDIENCE (Hhds (000) & %)		2,830	4,550	3,020	2,670	3,350	5,670	4,070
SHARE AUDIENCE %		3.2	5.1	3.4	3.0	3.8	6.1	4.6
AVG. AUD. BY 1/4 HR		15	23	15	12	14	22	17
		3.1	3.2	4.9	5.3	3.3	3.4	3.0
						3.6	3.9	6.0
						6.3	6.7	6.6
						4.5	4.5	4.5
						4.7	4.7	4.7
						17	17	17

**INDEPENDENTS**  
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	4.2	3.7	3.7	4.2	5.1	5.2	5.3	5.4	5.5
SHARE AUDIENCE %	20	17	16	17	19	18	19	19	20

**SUPERSTATIONS**

AVERAGE AUDIENCE	1.3	1.3	1.3	1.5	1.7	1.4	1.3	1.2	1.2
SHARE AUDIENCE %	6	6	6	6	6	5	4	4	4

**PBS**

AVERAGE AUDIENCE	1.1	0.7	0.6	0.6	0.7	0.6	0.6	0.5	0.5
SHARE AUDIENCE %	5	3	3	3	3	2	2	2	2

**CABLE ORIG.**

AVERAGE AUDIENCE	2.4	2.4	2.5	2.3	2.6	2.8	3.0	3.1	3.2
SHARE AUDIENCE %	12	11	11	9	10	10	10	11	11

**PAY SERVICES**

AVERAGE AUDIENCE	1.1	1.1	1.0	1.0	0.9	0.9	1.0	1.0	1.1
SHARE AUDIENCE %	5	5	5	4	3	3	3	4	4

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.



A-24 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. OCT. 19-23, 1987

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
HUT	27.8	28.4	29.0	29.8	30.1	31.7	33.2	34.9	36.6	38.6	40.7	43.4	49.8	52.1	54.1	55.3
<div> <div> GENERAL HOSPITAL (PAE) </div> <div> (PAE) </div> <div> ABC NEWS WORLD TONIGHT </div> </div>																
ABC TV																
AVERAGE AUDIENCE (Hhds (000) & %)	{ 6,930	7.8	7.6	8.0											9,690	
SHARE AUDIENCE	% 27	27	27	27											10.9	
AVG. AUD. BY 1/4 HR	% 7.5	7.7	8.0	8.0											10.7	11.1

<div> <div> GUIDING LIGHT (PAE) </div> <div> (PAE) </div> <div> CBS EVENING NEWS RATHER </div> </div>																
CBS TV																
AVERAGE AUDIENCE (Hhds (000) & %)	{ 4,870	5.5	5.4	*	5.6	*									10,630	
SHARE AUDIENCE	% 19	19	19	*	19	*									12.0	
AVG. AUD. BY 1/4 HR	% 5.4	5.4	5.6	5.5											12.1	11.9

<div> <div> SANTA BARBARA (PAE) </div> <div> (PAE) </div> <div> NBC NIGHTLY NEWS </div> </div>																
NBC TV																
AVERAGE AUDIENCE (Hhds (000) & %)	{ 4,020	4.5	4.4	*	4.7	*									9,370	
SHARE AUDIENCE	% 16	15	15	*	16	*									10.6	
AVG. AUD. BY 1/4 HR	% 4.3	4.4	4.6	4.8											10.4	10.7

INDEPENDENTS  
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	6.1	6.7	7.6	8.7	10.1	10.6	12.2	13.7
SHARE AUDIENCE %	22	23	25	26	27	25	24	25

## SUPERSTATIONS

AVERAGE AUDIENCE	1.6	1.7	2.1	2.4	2.4	2.3	2.4	3.0
SHARE AUDIENCE %	6	6	7	7	6	6	5	5

## PBS

AVERAGE AUDIENCE	0.5	0.6	0.8	1.0	1.1	1.1	1.3	1.5
SHARE AUDIENCE %	2	2	3	3	3	3	3	3

## CABLE ORIG.

AVERAGE AUDIENCE	3.5	3.7	3.9	4.2	4.3	4.6	4.2	4.3
SHARE AUDIENCE %	12	13	13	12	11	11	8	8

## PAY SERVICES

AVERAGE AUDIENCE	1.3	1.2	1.1	1.2	1.4	1.6	1.8	1.9
SHARE AUDIENCE %	5	4	4	4	4	4	4	4

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

A-26 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. OCT. 24, 1987

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	6.2	7.0	8.2	9.9	12.2	14.9	17.7	19.2	20.7	22.8	24.2	25.0	26.1	26.9	26.3	26.1	26.0	27.0

## ABC TV

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{  
%  
%

CARE BEAR FAMILY	LITTLE CLOWNS- HAPPYTOWN	MY PET MONSTER	ALL-NEW POUND PUPPIES	LITTLE WIZARDS	REAL GHOSTBUSTERS	FLINTSTONE KIDS
1,680	2,390	3,280	3,370	4,080	4,160	3,370
1.9	2.7	3.7	3.8	4.6	4.7	3.8
14	15	17	15	17	18	14
1.7	2.2	2.8	3.3	4.1	4.5	3.6
			4.0	4.6	4.9	4.1

## CBS TV

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{  
%  
%

HELLO KITTY	MUPPET BABIES I	MUPPET BABIES II	MUPPET BABIES III	PEE WEE'S PLAYHOUSE	MIGHTY MOUSE	POPEYE & SON
1,330	3,010	3,990	4,700	5,230	3,190	3,010
1.5	3.4	4.5	5.3	5.9	3.6	3.4
11	18	21	21	22	14	13
1.2	1.7	3.0	3.8	5.0	5.5	3.3
		4.4	4.7	5.8	5.9	3.5

## NBC TV

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{  
%  
%

GUMMI BEARS (PAE)	SMURFS I	SMURFS II	SMURFS III (PAE)	FRAGGLE ROCK	ALVIN AND THE CHIPMUNKS	ALF-SAT MORN (PAE)
2,570	3,810	4,700	5,320	4,780	5,230	5,940
2.9	4.3	5.3	6.0	5.4	5.9	6.7
21	23	24	24	20	23	25
2.3	3.4	4.1	5.2	5.5	5.5	6.7
		4.5	5.4	5.2	6.3	6.6

INDEPENDENTS  
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE  
SHARE AUDIENCE %

2.0	2.5	3.2	3.7	4.2	4.5	5.3	5.8	5.8
30	28	24	20	19	18	20	22	22

## SUPERSTATIONS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

0.7 ^	0.9	0.9	1.0	1.0	1.1	1.1	1.4	1.6
11 ^	10	7	5	5	4	4	5	6

## PBS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

<<	0.2 ^	0.4 ^	0.5 ^	0.6 ^	0.9	1.0	1.1	1.2
<<	2 ^	3 ^	3 ^	3 ^	4	4	4	5

## CABLE ORIG.

AVERAGE AUDIENCE  
SHARE AUDIENCE %

1.4	1.7	2.1	2.7	3.1	3.7	3.9	3.9	3.9
21	19	16	15	14	15	15	15	15

## PAY SERVICES

AVERAGE AUDIENCE  
SHARE AUDIENCE %

0.8	1.2	1.8	1.9	1.3	1.3	1.5	1.6	1.9
12	13	13	10	8	5	6	6	7

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page 8.

A-28 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. OCT. 24, 1987

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45
HUT	26.7	27.0	26.5	27.6	27.3	28.0	27.3	28.4	29.0	29.8	29.0	30.0	30.7	31.4	32.6	33.7	34.6	35.8
ABC TV	BUGS BUNNY & TWEETY SHOW																	
AVERAGE AUDIENCE (Hhds (000) & %)	3,720		3,460														8,510	18,520
SHARE AUDIENCE %	4.2		3.9	4.0		4.1		3.9		3.7		3.3		3.2		3.0	9.6	20.9
AVG. AUD. BY 1/4 HR	4.1	4.3	4.0	3.9	4.1	4.1	3.9	3.9	3.9	3.6	3.4	3.3	3.1	2.4	2.7	3.2	8.8	11.8

CBS TV	TEEN WOLF(B) CBS STORYBREAK KIDD VIDEO (3) CBS COLLEGE FOOTBALL GAME THE MONSTER'S RING USC VS NOTRE DAME (1:46-5:01)(PAE)																	
AVERAGE AUDIENCE (Hhds (000) & %)	2,040		2,390		2,300				2,920	3,990								
SHARE AUDIENCE %	2.3		2.7		2.6				3.3	4.5		4.5 *		5.4 *		5.1 *	4.7 *	
AVG. AUD. BY 1/4 HR	9		10		9				11	13		15 *		17 *		15 *	13 *	
	2.3	2.3	2.4	3.1	2.6	2.6			3.2	3.8	4.2	4.9	5.3	5.5	5.5	4.8	4.7	4.7

NBC TV		NEW ARCHIES		FOOFUR (PAE)		I'M TELLING	
AVERAGE AUDIENCE (Hhds (000) & %)	{	4,340		3,280		2,040	
SHARE AUDIENCE %	%	4.9		3.7		2.3	
AVG. AUD. BY 1/4 HR	%	18		14		8	
	%	5.0	4.8	3.7	3.6	2.2	2.3

## INDEPENDENTS (INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	6.2	6.9	7.1	7.4	8.7	8.8	9.0	9.0	8.7
SHARE AUDIENCE %	23	25	26	27	30	30	29	27	25

## SUPERSTATIONS

AVERAGE AUDIENCE	1.4	1.8	1.6	1.9	2.2	2.3	2.2	2.2	1.5
SHARE AUDIENCE %	5	7	6	7	7	8	7	7	4

## PBS

AVERAGE AUDIENCE	1.1	1.3	1.4	1.6	1.7	1.7	2.0	1.4	1.2
SHARE AUDIENCE %	4	5	5	6	6	6	6	4	3

## CABLE ORIG.

AVERAGE AUDIENCE	3.9	4.4	4.0	5.0	5.1	5.2	5.2	5.9	5.7
SHARE AUDIENCE %	14	16	14	18	17	18	17	18	16

## PAY SERVICES

AVERAGE AUDIENCE	2.3	2.3	2.8	2.3	2.7	2.6	2.6	3.1	2.2
SHARE AUDIENCE %	9	8	10	8	9	9	8	9	6

U.S. TV HOUSEHOLDS: 88,600,000  
 (1) WORLD SERIES PRE GAME #6, (PAE), ABC, (3:35-3:56), (S)  
 (2) WORLD SERIES GAME #6, ST. LOUIS VS MINNESOTA, (PAE), ABC, (3:56-7:18), (S)  
 (3) CBS COLLEGE FOOTBALL PRE, (PAE), CBS, (1:30-1:46)

For explanation of symbols, See page B.

A-30 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. OCT. 24, 1987

TIME	4:00 4:15 4:30 4:45 5:00 5:15 5:30 5:45 6:00 6:15 6:30 6:45															
HUT	36.8	38.7	40.7	42.0	42.6	43.5	44.3	44.9	46.6	48.2	50.2	52.0				
ABC TV																
AVERAGE AUDIENCE (Hhlds (000) & %)		15.0 *		18.2 *		20.9 *		22.0 *		23.0 *		24.9 *				
SHARE AUDIENCE		40 *		44 *		49 *		49 *		49 *		49 *				
AVG. AUD. BY 1/4 HR	13.7	16.3	17.7	18.8	20.6	21.1	21.9	22.0	22.8	23.2	24.8	25.0				

## CBS TV

AVERAGE AUDIENCE (HHids (000) & %)  
 SHARE AUDIENCE  
 AVG. AUD. BY 1/4 HR

CBS COLLEGE FOOTBALL GAME  
 USC VS NOIRE DAME  
 (1:46-5:01)

CBS SAT. NEWS-  
 SCHIEFFER

3.9 \*  
 10 \*  
 4.1

3.9 \*  
 9 \*  
 4.1

3.1

4,430  
 5.0  
 10  
 4.6 5.3

## NBC TV

AVERAGE AUDIENCE (HHids (000) & %)  
 SHARE AUDIENCE  
 AVG. AUD. BY 1/4 HR

NBC NIGHTLY  
 NEWS-SAT.

4,870  
 5.5  
 11  
 5.2 5.8

INDEPENDENTS  
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	8.3	9.0	9.0	9.8	9.1	10.5
SHARE AUDIENCE %	22	22	21	22	19	21

## SUPERSTATIONS

AVERAGE AUDIENCE	1.6	1.9	2.1	2.7	2.2	3.0
SHARE AUDIENCE %	4	5	5	6	5	6

## PBS

AVERAGE AUDIENCE	1.6	1.5	1.7	1.8	1.6	1.4
SHARE AUDIENCE %	4	4	4	4	3	3

## CABLE ORIG.

AVERAGE AUDIENCE	4.9	4.8	4.9	4.5	4.3	4.4
SHARE AUDIENCE %	13	12	11	10	9	9

## PAY SERVICES

AVERAGE AUDIENCE	1.8	2.0	2.3	1.9	2.1	2.6
SHARE AUDIENCE %	5	5	5	4	4	5

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B



TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	8.1	10.7	12.6	14.6	17.3	18.7	20.0	22.2	24.5	26.0	27.2	28.4	28.4	27.9	27.3	27.5	27.6	28.1
<b>ABC TV</b>																		
AVERAGE AUDIENCE (Hhlds (000) & %)	{																	
SHARE AUDIENCE	%																	
AVG. AUD. BY 1/4 HR	%																	

**CBS TV**

AVERAGE AUDIENCE {  
(Hhlds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

FOR OUR TIMES  
(SUS)

SUNDAY MORNING

FACE THE  
NATION

3,720																		
4.2	3.6	*							4.3	*								
15	14	*							16	*								
3.3	3.9								4.0				4.6	4.7	4.8	2.6	2.7	

**NBC TV**

AVERAGE AUDIENCE {  
(Hhlds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

SUNDAY TODAY

MEET THE PRESS

1,950																		
2.2	1.8	*							2.5	*								
10	9	*							10	*								
1.8	1.9								2.5				2.5	1.8	1.9			

**INDEPENDENTS  
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE	2.8		4.7		6.5		7.9		9.1		9.5		9.8		9.7		9.9	
SHARE AUDIENCE %	30		35		36		37		36		34		35		35		36	

**SUPERSTATIONS**

AVERAGE AUDIENCE	0.9		1.8		2.1		2.6		3.3		2.9		2.9		3.1		3.1	
SHARE AUDIENCE %	10		13		12		12		13		10		10		11		11	

**PBS**

AVERAGE AUDIENCE	0.2	^	0.7	^	1.4		1.7		2.0		1.9		1.5		1.5		1.2	
SHARE AUDIENCE %	2	^	5	^	8		8		8		7		5		5		4	

**CABLE ORIG.**

AVERAGE AUDIENCE	1.6		2.3		3.2		4.0		4.4		5.2		5.0		4.8		4.7	
SHARE AUDIENCE %	17		17		18		19		17		19		18		18		17	

**PAY SERVICES**

AVERAGE AUDIENCE	2.0		2.7		2.3		2.4		2.6		2.8		2.8		2.8		2.8	
SHARE AUDIENCE %	21		20		13		11		10		10		10		10		10	

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

A-34 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. OCT. 25, 1987

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45
HUT	28.8	29.6	29.9	30.6	31.8	32.9	34.9	36.3	37.4	38.3	38.7	38.6	39.2	39.5	40.4	41.1	41.5	42.3
ABC TV	← THIS WEEK-DAVID BRINKLEY → BUSINESS WORLD (1)																	
AVERAGE AUDIENCE (Hhds (000) & %)	3,190				1,420												2,220	
SHARE AUDIENCE %	3.6	3.6 *		3.6 *	1.6												2.5	2.1 *
AVG. AUD. BY 1/4 HR	3.3	3.8	3.7	3.5	1.6	1.6											6	5 *

CBS TV	CBS NFL TODAY ← CBS NFL FOOTBALL GAME 1 (MULTI SEGMENT) (PAE) →																	
AVERAGE AUDIENCE (Hhds (000) & %)	6,110			13,380														
SHARE AUDIENCE %	6.9			15.1	11.8 *				14.4 *		15.6 *		14.8 *		16.5 *		16.1 *	
AVG. AUD. BY 1/4 HR	21			38	33 *				38 *		40 *		38 *		40 *		38 *	
	6.2	7.6		10.7	12.9	13.9		14.6	15.7		15.5	14.9	14.8	16.3	16.4	16.1	16.3	

NBC TV	NFL LIVE ← NFL GAME 1 (MULTI SEGMENT) (PAE) →																	
AVERAGE AUDIENCE (Hhds (000) & %)	3,900			7,800														
SHARE AUDIENCE %	4.4			8.8	6.7 *				8.5 *		8.6 *		9.2 *		9.5 *		9.9 *	
AVG. AUD. BY 1/4 HR	14			22	19 *				22 *		22 *		23 *		23 *		24 *	
	3.8	4.9		6.3	7.0	8.1		8.6	9.1		8.2	8.8	9.5	9.3	9.5	9.7	10.3	

## INDEPENDENTS (INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	10.5		10.3		9.9		8.7		8.2		8.1		8.4		9.1		9.4	
SHARE AUDIENCE %	36		34		31		24		22		21		21		22		22	

## SUPERSTATIONS

AVERAGE AUDIENCE	3.2		3.0		2.6		2.4		2.3		2.1		2.1		2.7		2.7	
SHARE AUDIENCE %	11		10		8		7		6		5		5		7		6	

## PBS

AVERAGE AUDIENCE	1.5		1.4		1.5		1.1		1.0		1.0		1.0		1.0		1.0	
SHARE AUDIENCE %	5		5		5		3		3		3		3		2		2	

## CABLE ORIG.

AVERAGE AUDIENCE	4.6		5.2		5.4		4.0		3.8		3.9		4.1		4.3		4.2	
SHARE AUDIENCE %	16		17		17		11		10		10		10		11		10	

## PAY SERVICES

AVERAGE AUDIENCE	2.6		2.5		2.0		2.2		1.8		2.0		2.0		2.2		2.6	
SHARE AUDIENCE %	9		8		6		6		5		5		5		5		6	

U.S. TV HOUSEHOLDS: 88,600,000  
(1) McDONALD'S BSKTBALL OPEN, MILWAUKEE VS USSR, ABC, (3:30-6:10), (5)

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. OCT. 25, 1987

[illegible]

**CBS TV**

	(1)	(2)	
<b>CBS TV</b>			<b>CBS EVENING NEWS-SUNDA(B)</b>
AVERAGE AUDIENCE (Hhlds (000) & %)	{ 6,380		5,490
SHARE AUDIENCE %	7.2		6.2
AVG. AUD. BY 1/4 HR	18.9	7.8	11
		6.5	5.8 6.6

NBC TV

NBC TV		KANSAS CITY VS SAN DIEGO SEATTLE VS LA RAIDERS (MULTI SEGMENT) (PAC)													
AVERAGE AUDIENCE (Hhds (000) & %)	{	10,450													
SHARE AUDIENCE	%	11.8	7.8	*		10.7	*		12.2	*		12.8	*	12.8	*
AVG. AUD. BY 1/4 HR	%	25	19	*		26	*		29	*		29	*	26	*
	%	6.4	8.0	10.3	11.1	12.0	12.4	12.5	13.1	12.9	12.8	12.6	12.7	24	*

**INDEPENDENTS**  
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	9.6	10.3	10.9	12.3	12.4	13.0
SHARE AUDIENCE %	23	25	26	28	25	25

## SUPERSTATIONS

AVERAGE AUDIENCE SHARE AUDIENCE %	2.0 5	2.5 6	2.3 5	2.8 6	3.1 6	3.1 6
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**PBS**

AVERAGE AUDIENCE SHARE AUDIENCE %	1.3 3	1.7 4	1.5 4	1.7 4	1.6 3	1.6 3
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**CABLE ORIG.**

AVERAGE AUDIENCE	4.1	5.0	5.5	5.2	5.0	5.2
SHARE AUDIENCE %	10	12	13	12	10	10

## PAY SERVICES

AVERAGE AUDIENCE	2.9	3.1	3.2	2.8	3.0	3.3
SHARE AUDIENCE %	7	8	8	6	6	6
U.S. TV HOUSEHOLDS.	88,500,000					

U.S. TV HOUSEHOLDS: 88,600,000  
(1) CBS NET (FOOTBALL) SAME

(1) CBS NFL FOOTBALL GAME 1, VARIOUS TEAMS AND TIMES, (PAE), CBS, (MULTI SEGMENT)  
(2) CBS NFL FOOTBALL POST, VARIOUS TEAMS AND TIMES, (PAE), CBS, (MULTI SEGMENT)

For explanation of symbols, See page B.